

**FRAME**

**Media Kit**

**2022**



# ABOUT



Frame is the leading authority on spatial design. As a multiplatform media brand, our omni-channel approach includes magazines, web content, books, pop-up stores and experiences, such as the annual Frame Awards. As epicentre of the spatial-design community, Frame connects all industry stakeholders: retail brands, hospitality providers, cultural institutions and educators. People who commission the work and those who are served by the work.

## **THE NEXT SPACE EVENT**

The second year of pandemic has brought Frame to rethink about live events and that why we decided to introduce a new live format: The Next Space.

The Next Space is an iterative think-tank that results in a whitepaper that redefines how we conceive, inhabit and make use of space across key sectors. The event's ambition is to compile a set of guidelines for the future of spatial design by increasing human wellbeing and reducing impact on the planet.

# AUDIENCE



## FRAME'S READERSHIP

- wants to be in the know and is often involved in researching the latest market trends
- is creative, design-minded and lives in urban hotspots like London, New York and Hong Kong
- is affluent and worldly, and likes investing in furniture, real estate and business services

## DEMOGRAPHICS

**33%**

Interior Designers

**24%**

Architects

**20%**

Designers

**18%**

Creative Influencers

**5%**

Cultural Institutions

**54%**

Male

**46%**

Female

**37**

Average Age

# REACH

## MAGAZINE

Published six times a year and available in more than 70 countries, Frame is the world's leading print publication on interior design. Each tactile volume dives deep into the industry, placing contemporary design in a wider context through expert insights – and looking ahead to forecast the future.

- 📄 30k Copies
- 👤 80k Readers
- € 75k Average HHI
- ✂️ 47% Newsstand
- 👤 25% Subscribers
- 📄 15% Controlled circulation
- 📅 10% Events
- 👤 3% VIPs

**15%** Americas  
**68%** Europe  
**17%** Asia-Pacific

- 18% Benelux
- 15% Germany
- 10% United Kingdom
- 8% United States
- 6% Italy



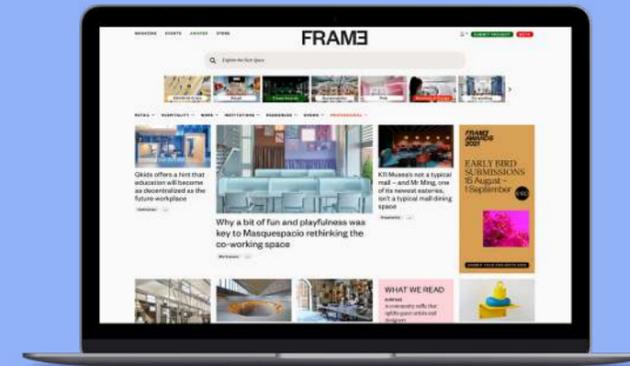
## DIGITAL

Frame's digital platforms connect and guide design-industry professionals with a daily newsfeed on frameweb.com, curated newsletters and engaging social-media content. Our original coverage includes contextualized projects, key industry events and new-and-noteworthy openings.

- 👁️ 275k Page views / month
- 👤 90k Users /month
- 📧 60k Newsletter subscribers
- 📺 216k Followers
- 📺 10k Followers
- 📺 400k Followers
- 📺 46k Followers
- 🐦 45k Followers

**29%** Americas  
**43%** Europe  
**19%** Asia-Pacific

- 8% United States
- 6% Italy
- 4% Netherlands
- 4% Germany
- 4% United Kingdom



## AWARDS

The Frame Awards honour the world's best new interiors – and the people behind them. A monthly changing jury panel votes for the best interiors of the month. The year's highest ranking projects will be shortlisted for the Frame Interior of the Year awards.

- 👁️ 50k Pageviews / month
- 👤 Monthly changing jury
- 📄 1,6k Project submissions
- 👤 28k Online jury votes
- 🌍 55 Countries

**11%** Americas  
**34%** Europe  
**55%** Asia-Pacific

- 32% China
- 8% United States
- 8% Japan
- 7% Netherlands
- 4% United Kingdom



# EDITORIAL CALENDAR



**FRAME 144 | JAN/FEB**  
 Frame Lab: Work  
 Plus: The interiors of the year from The Frame Awards

**Booking deadline** 19/10/2021  
**Copy deadline** 26/10/2021  
**Artwork deadline** 16/11/2021  
**On sale** 01/01/2022



**FRAME 147 | JUL/AUG**  
 Frame Lab: Living  
 Plus: Travel industry innovations

**Booking deadline** 19/04/2022  
**Copy deadline** 26/04/2022  
**Artwork deadline** 12/05/2022  
**On sale** 01/07/2022



**Booking deadline** 19/04/2022  
**Copy deadline** 26/04/2022  
**Artwork deadline** 12/05/2022  
**On sale** 01/07/2022

**FRAME 145 | MAR/APR**  
 Frame Lab: Wellbeing  
 Plus: Resilient retail strategies

**Booking deadline** 17/12/2021  
**Copy deadline** 22/12/2021  
**Artwork deadline** 15/01/2022  
**On sale** 01/03/2022

**FRAME 148 | SEP/OCT**  
 Frame Lab: Retail  
 Plus: The mobility sector's latest moves

**Booking deadline** 16/06/2022  
**Copy deadline** 23/06/2022  
**Artwork deadline** 15/07/2022  
**On sale** 01/09/2022

**FRAME 146 | MAY/JUN**  
 Frame Lab: Hospitality  
 Plus: Future-forward workspace design

**Booking deadline** 08/02/2022  
**Copy deadline** 15/02/2022  
**Artwork deadline** 15/03/2022  
**On sale** 01/05/2022

**FRAME 149 | NOV/DEC**  
 Frame Lab: Shows  
 Plus: Looking ahead in the field of living

**Booking deadline** 16/08/2022  
**Copy deadline** 23/08/2022  
**Artwork deadline** 16/09/2022  
**On sale** 01/11/2022

# FRAME AWARDS 2022



Frame Awards has become a more democratic, integral part of the global interior-design community. Starting from September, a monthly renewed jury panel of 15 industry stakeholders will vote for Interiors of the Month as well as highly commended projects, regardless of category. To ensure maximum jury inclusivity, all professional members of the global interior-design industry – regardless of nationality, race, gender, age or job role – are invited to apply for a chair. The evaluation process will take place online, showing the jury’s scores for each submitted project to offer full transparency. The Frame Awards 2022 winners will be announced on 13 October 2022.

**Partnership options available from €3,500**

- 1.09.2021 SUBMISSIONS OPEN
- 16.05.2022 SUBMISSIONS CLOSE
- OCTOBER 2021 - SEPTEMBER 2021 MONTHLY LIVE JURY SESSIONS: FIRST TUESDAY OF EACH MONTH
- 13.09.2022 SHORTLISTS ANNOUNCED
- 13.10.2022 WINNERS ANNOUNCEMENT

# BRANDED CONTENT

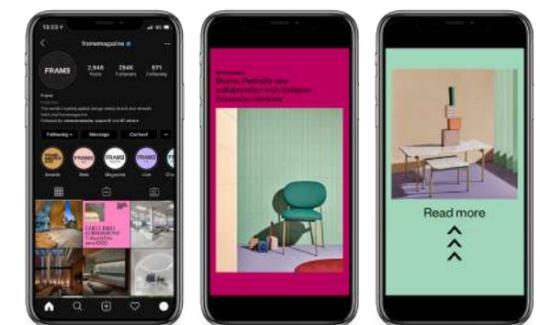
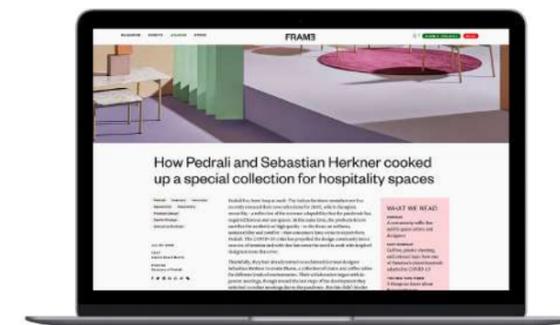


Frame produces premium content – a curated blend of print, digital and social media – that reaches the eyes of relevant industry stakeholders. Our bespoke branded articles offer comprehensive insights into your company or campaign – whether it’s a new product release, collection, production process or event.

Our branded **magazine editorials** – bespoke documentaries, portraits and product-focused pieces – provide readers with inspiring **in-depth coverage on your company or campaign**. All articles are produced in close collaboration with our expert editorial team.

Branded content on frameweb can be an **extension of print coverage, or a stand-alone online story**. Harnessing the flexibility of the medium, web campaigns can combine engaging editorial copy with dynamic films and a wealth of inspiring imagery.

Branded social-media posts can stand alone or be an extension of print and/or web coverage. Utilize Frame’s social-media following **to connect to our diverse and discerning design network** via interactive content.



# PRINT RATE CARD 2021

## PRINT SPECIFICATIONS

<b>Spread</b>	<b>460 X 297 mm (incl. 3 mm bleed)</b>
<b>First spread</b>	<b>440 X 297 mm (incl. 3 mm bleed)</b>
<b>Single page</b>	<b>230 X 297 mm (incl. 3 mm bleed)</b>
<b>Back cover</b>	<b>230 X 297 mm (incl. 3 mm bleed)</b>

- Certified PDF format
- Colour profile: CMYK PSO Uncoated v3 (FOGRA52)
- 300 dpi
- All fonts embedded or outlined
- Crop and bleed marks included

	<b>FORMAT</b>	<b>1/1 PAGE</b>	<b>2/1 PAGE</b>
<b>PREMIUM</b>	Fold-out <sup>1st</sup> spread	-	€21,530
	1 <sup>st</sup> Spread	-	€14,220
	Outside back cover	€12,020	-
	Premium page (First third)	€8,915	€13,020
<b>STANDARD</b>	Run of magazine	€7,310	-
	Inside back cover	€8,765	-
<b>EDITORIAL</b>	1-Page advertorial	€9,000	-
	2-Page advertorial	€13,195	-
	4-Page advertorial	€15,525	-
	6-Page advertorial	€18,530	+ €2,250
	Fold-out spread		+ €3,275
<b>EXTRA</b>	Spot UV		+ €3,950
	Foil print		+ €2,995
	Embossing		

FRAME

# Digital Media Kit



2022

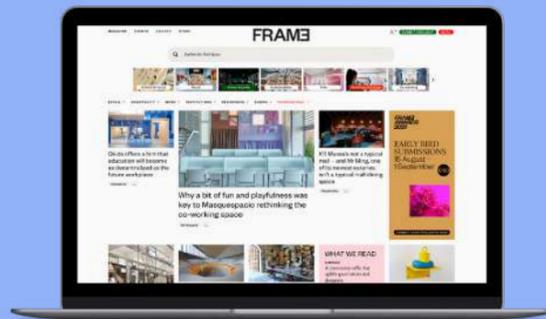
# REACH

## DIGITAL

Frame's digital platforms connect and guide design-industry professionals with a daily newsfeed on frameweb.com, curated newsletters and engaging social-media content. Our original coverage includes contextualized projects, key industry events and new-and-noteworthy openings.

**29%** Americas    **43%** Europe    **19%** Asia-Pacific    **275k** Page views / month  
**90k** Users / month  
**59%** Women / **42%** Men

8% United States  
6% Italy  
4% Netherlands  
4% Germany  
4% United Kingdom



## SOCIAL MEDIA

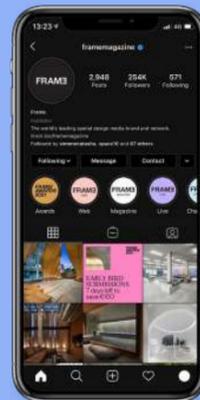
Frame's social media channels highlight the most engaging stories from the magazine and website with rich-media formats like animated slideshows and moving pictures. Always timely and relevant, Frame's digital content provokes conversation and interaction.

**29%** Americas    **43%** Europe    **19%** Asia-Pacific

21% Netherlands  
12% United Kingdom  
11% Germany  
6% France  
4% United States

**275k** Page views / month  
**90k** Users /month  
**60k** Newsletter subscribers

**f** 216k Followers  
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**in** 10k Followers  
**p** 46k Followers



## NEWSLETTER

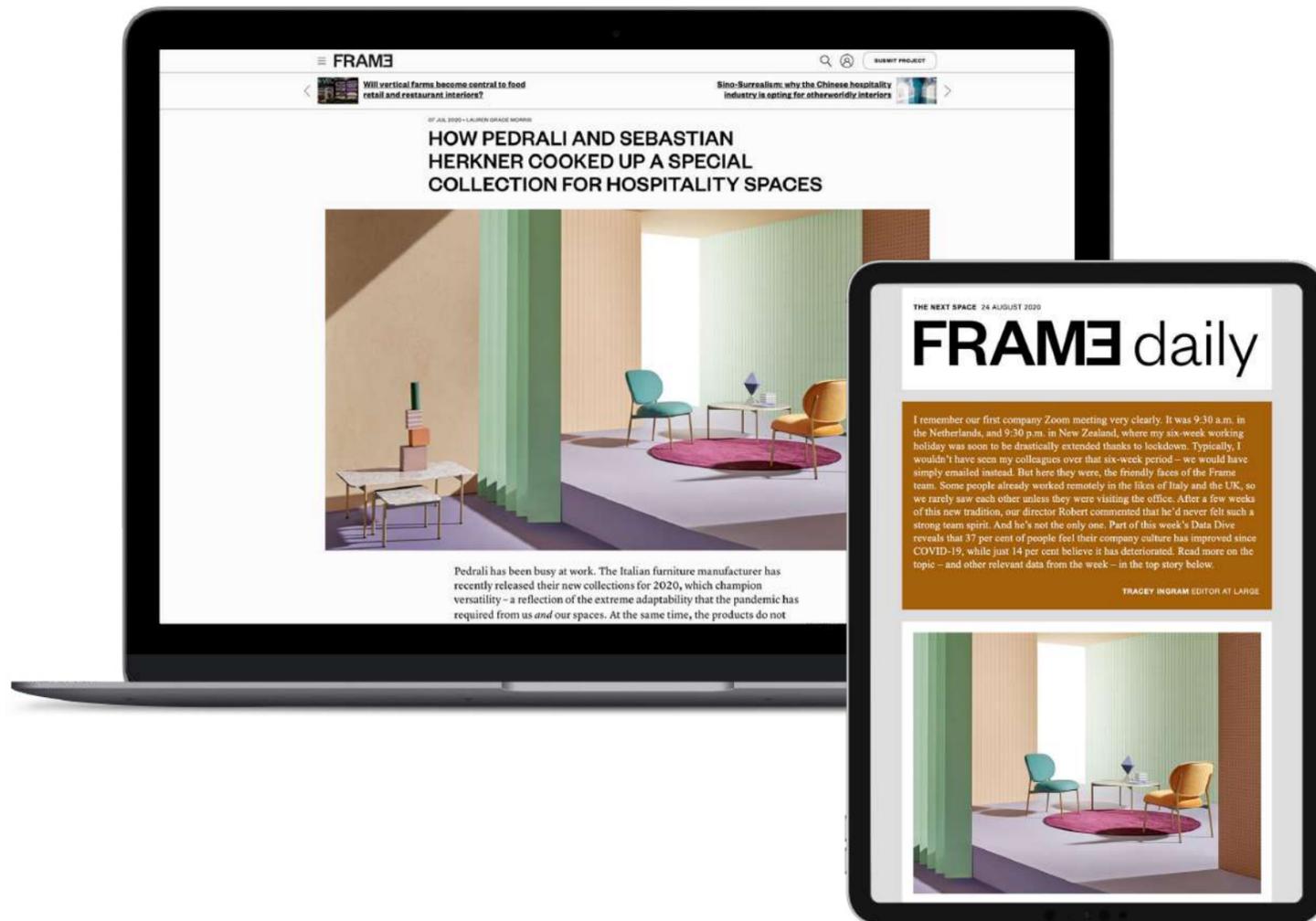
With a subscriber base of 20,000 design professionals and an opening rate which surpasses the industry average, Frame's newsletter sets the daily agenda for architects and designers.

**23%** Americas    **47%** Europe    **24%** Asia-Pacific    **60k** Subscribers  
**40%** Opening rate  
**49%** Women / **51%** Men

13% United States  
7% United Kingdom  
6% Netherlands  
6% Germany  
5% China



# BRANDED CONTENT



## BRANDED EDITORIAL ARTICLE

Long-form sponsored editorial articles are great to communicate case studies, interviews and competitions. The stories will be produced by the editorial team of Frame and can include links to your channels.

**400 + words article on frameweb.com**

**5-7 images**

**Pinned on homepage for 7 days**

**Pinned in topic section for 14 days**

**Promotion in our daily newsletter**

**Promotion on our Facebook,**

**Twitter and LinkedIn**

**€1,500**

## BRANDED ARTICLE PACKAGE

Announce your latest project, product or competition with a sponsored article on our website and **FRAME magazine**. The article will be produced by our in-house editorial team and will be cross-promoted on our print, web, and social media channels.

**500+ words article on frameweb.com**

**and FRAME magazine**

**5-7 images**

**Promotion in our daily newsletter**

**Promotion on our Facebook,**

**Twitter and LinkedIn**

**€9,000**

# SOCIAL MEDIA POSTS

## SOCIAL MEDIA PACKAGE

One post on Facebook, Twitter, LinkedIn, WeChat, Weibo

1 image / video  
Up to 200 characters  
1x account handle  
Up to 3x hashtags  
1x CTA link

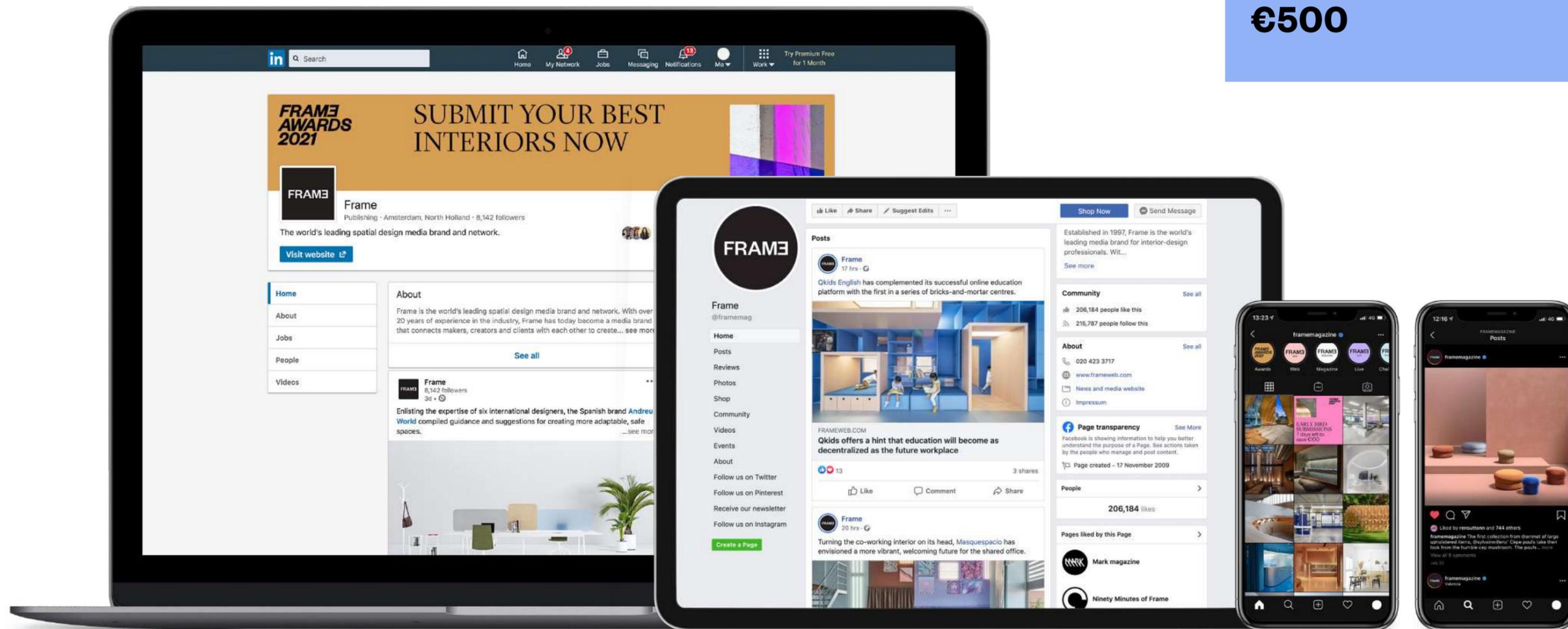
€500

## SOCIAL MEDIA PACKAGE +

One post on Instagram & Facebook  
Targeted audience

1 image / video  
Up to 200 characters  
Up to 2x account handles  
Up to 3x hashtags  
1x CTA link

€950



# INSTAGRAM POSTS



## FEED POST

Format: JPG, MP4

Dimensions: 2000 x 2000 px

CTA: 1x @Account Handle

**€850** per post

## STORY POST

Format: JPG, MP4

Dimensions: 1080 x 1920 px

CTA: 1x Hyperlink, 1x @Account Handle

**€750** per story

## INSTAGRAM GUIDE

Instagram sponsored Guide creation and production

1 Instagram feed post on Frame channel + up to 4 Client connected post

Format: JPG, MP4, text

Dimensions: 2000 x 2000 px

CTA: 2x @Account Handle

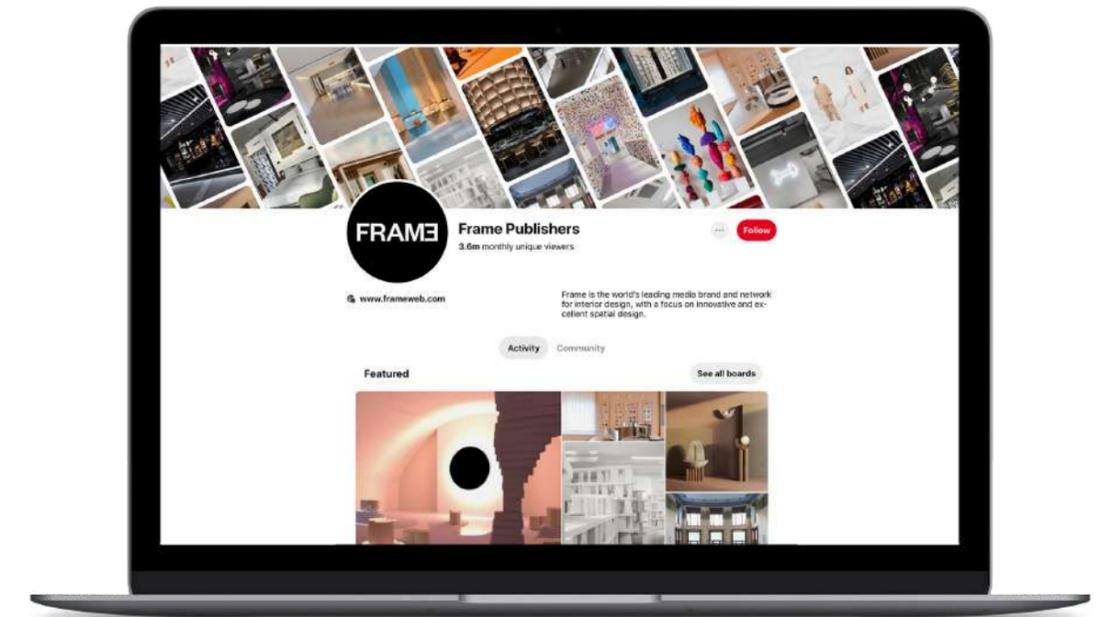
**€ 1.350**



# CURATED PINTEREST BOARD

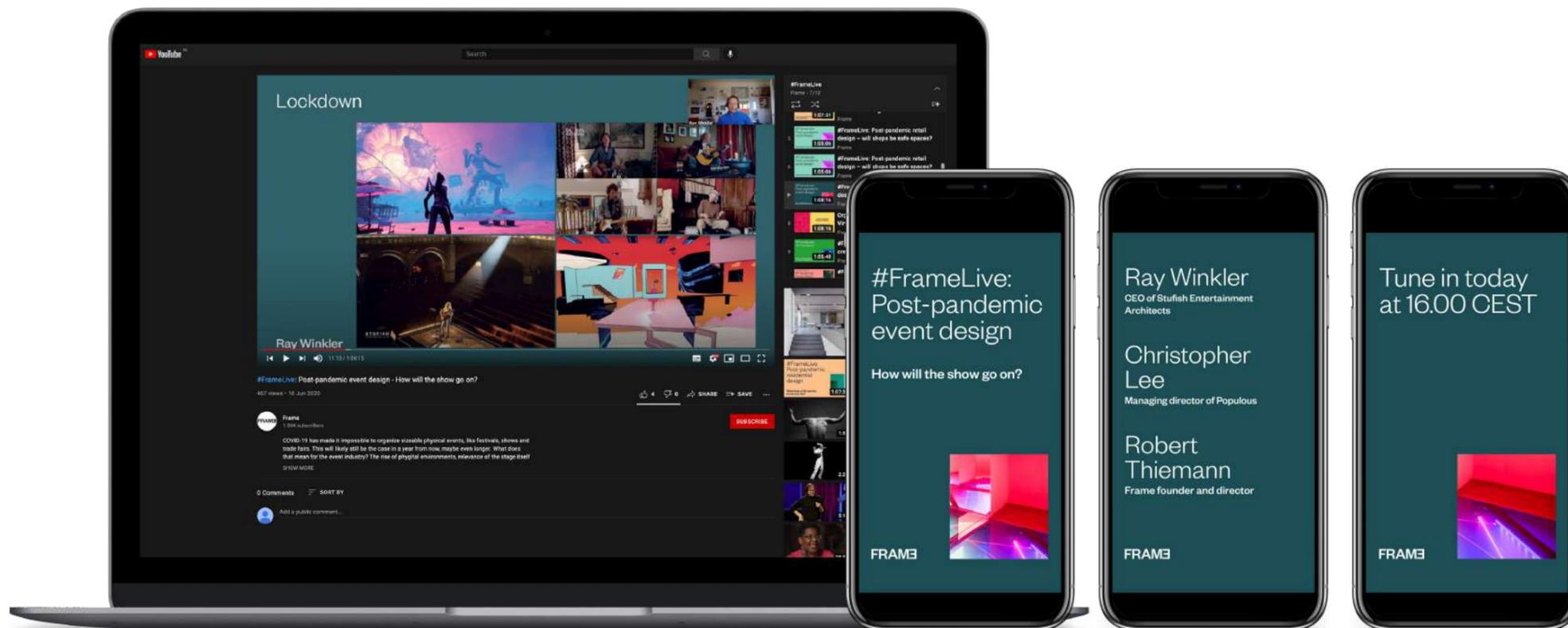
Increase your visibility and leads by engaging with our Pinterest community. Our creative team creates curated image boards on which you can place up to 10 pins. The boards stay online for one year and can be renewed annually.

**€1,500** per board



# FRAME VIEWS SPONSORSHIP

Join the conversation and become part of our newly designed format Frame Views video series. Link your brand to a series of talks about the future of retail, living or work and gain valuable insights from our community of architects, creatives and interior designers.



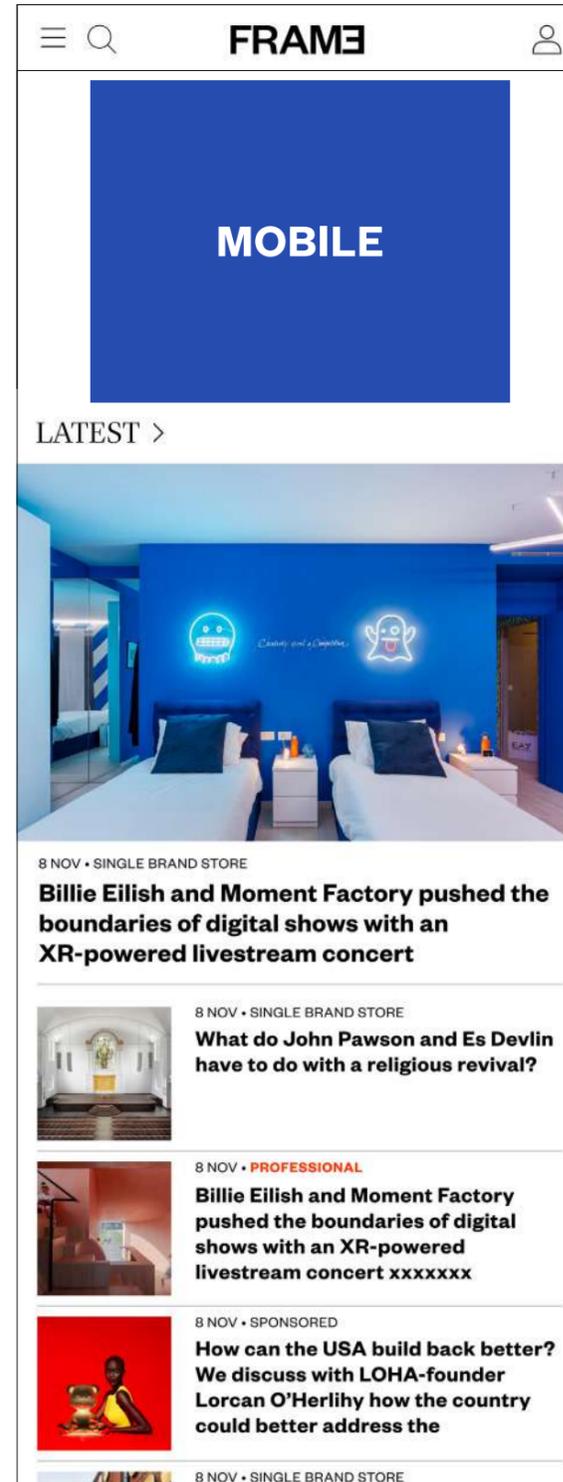
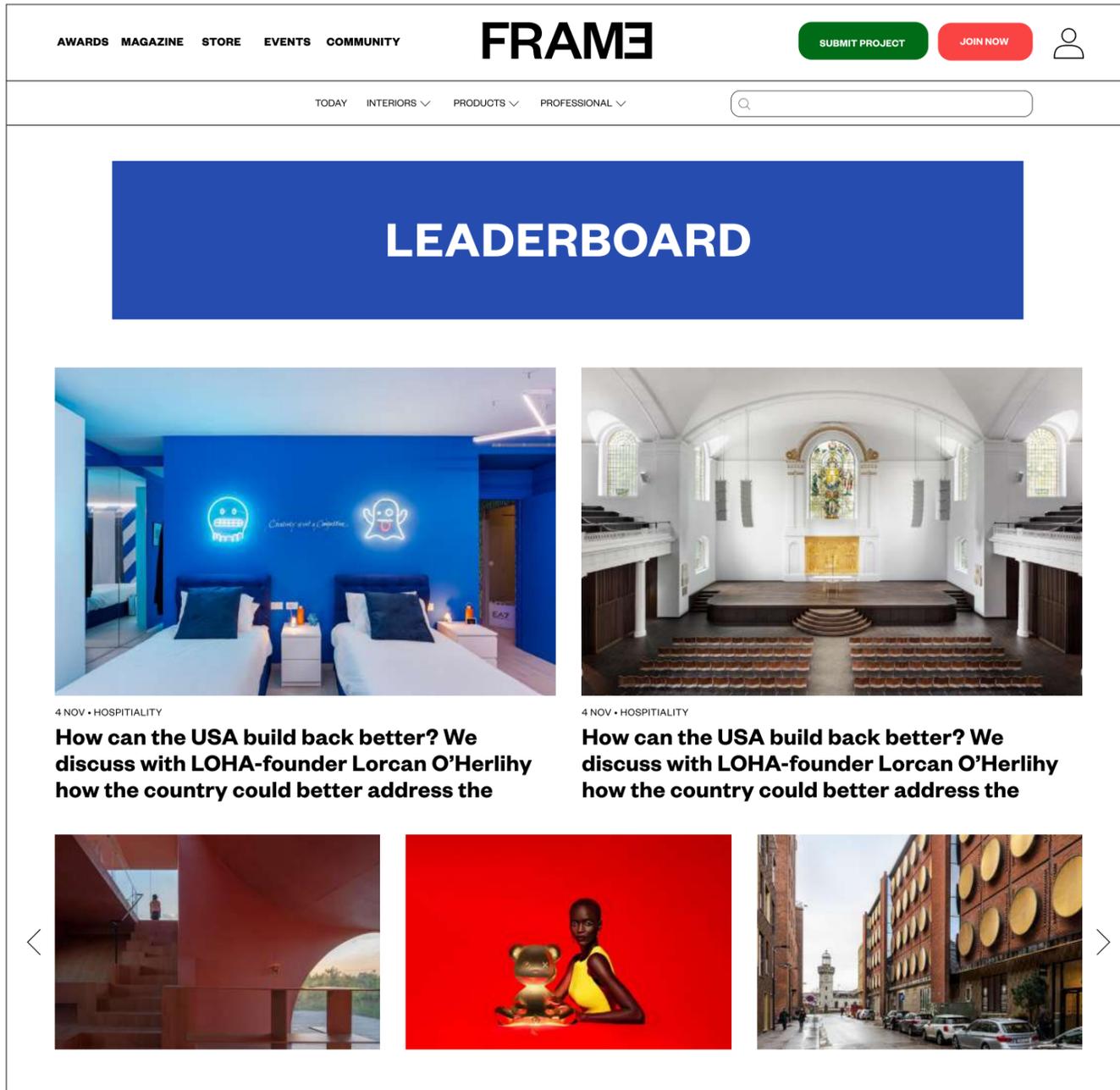
Sponsorship only – Logo integration and placement for the promotion of the video recording, on Instagram Highlights and in the article.

**€ 3,500**

Sponsor integration in Frame Views, integration in the introduction article, logo integration and placement for the promotion of the video, on Instagram Highlights and in the article.

**€ 6,500**

# DISPLAY ADVERTISING



## LEADERBOARD

SOV: 33%

Desktop 970x250 px

Mobile 300x250 px

Format: JPG, GIF, HTML5

€895

# NEWSLETTER ADVERTISING

## N1 DAILY NEWSLETTER LEADERBOARD

Exclusive position

Dimensions: 600 x 180 px Format: JPG, GIF

€450 per day €1,200 per week

## N2 DAILY NEWSLETTER POST

Image: 1920 x 1080 px, JPG, GIF

Text: Up to 300 characters

CTA: One Link

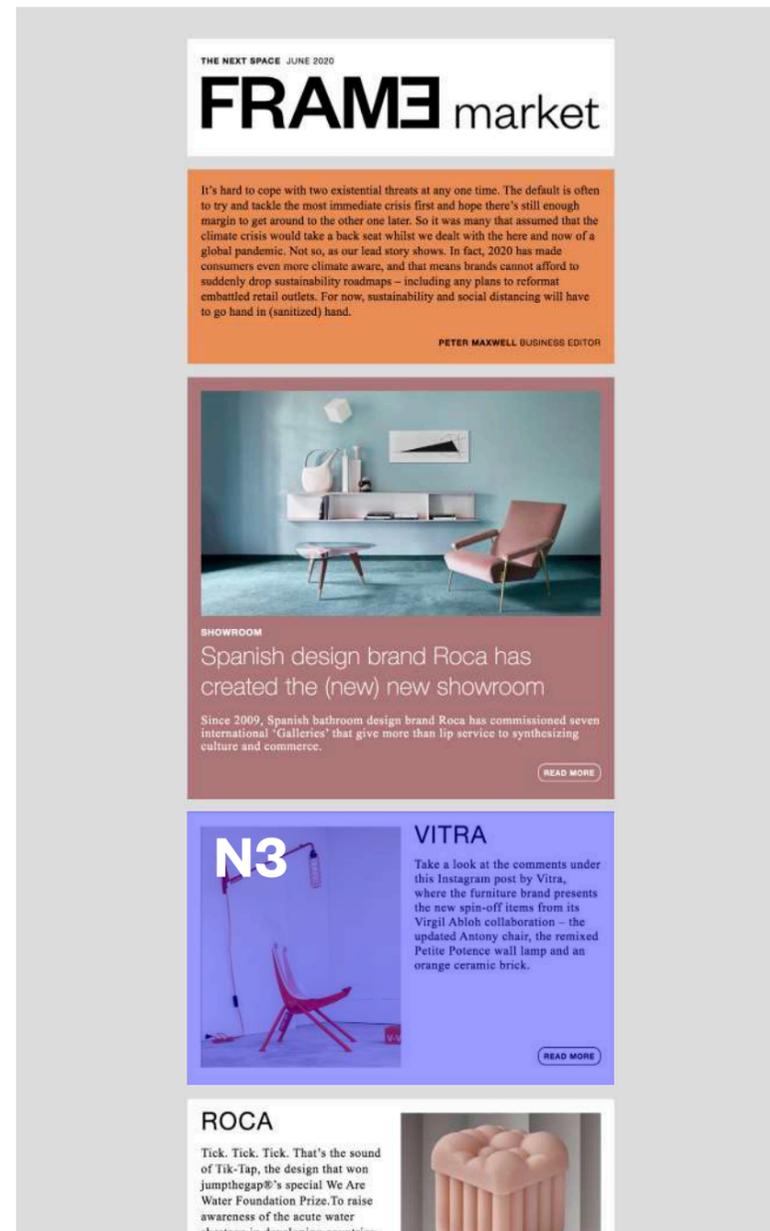
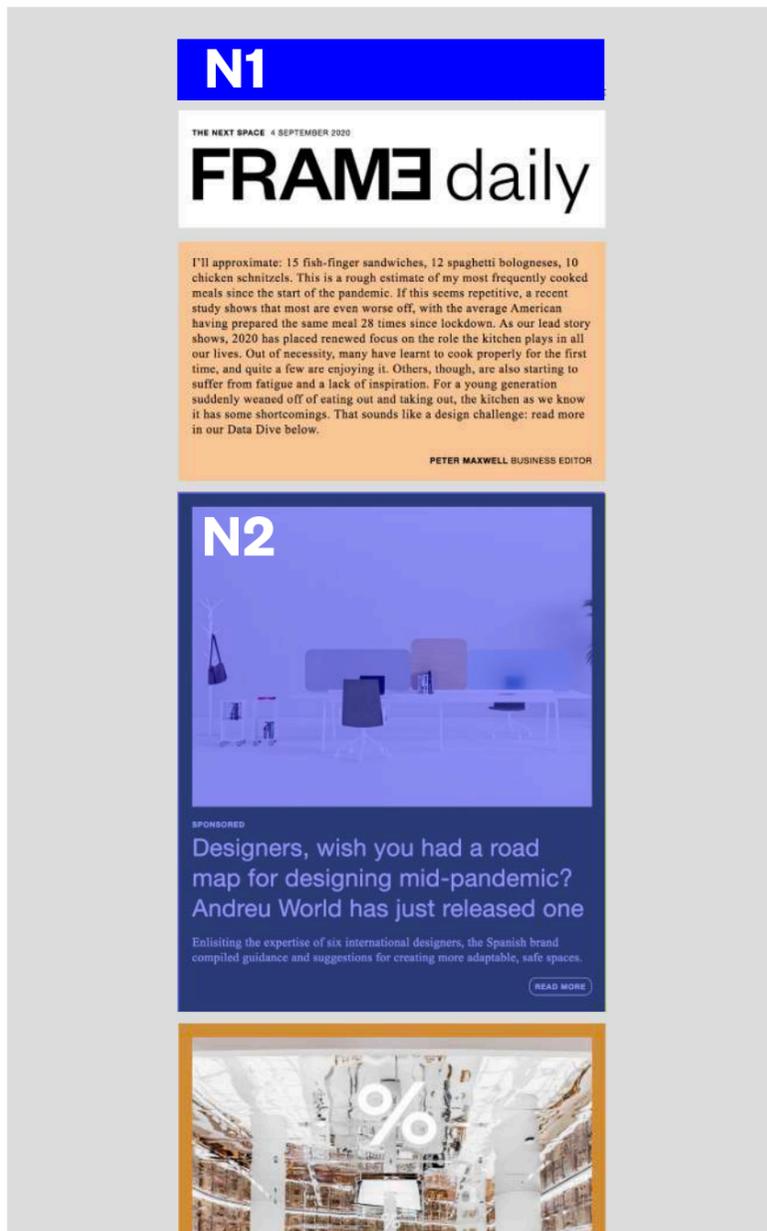
€750 per day

## N3 PRODUCT NEWSLETTER POST

Image: 1920 x 1080 px, JPG

Text: Up to 150 characters CTA: One Link

€550 per day



# DIGITAL RATE CARD 2022

	<b>FORMAT</b>	<b>PRICE</b>
<b>EDITORIAL</b>	Sponsored Editorial Article	€1,500
	Sponsored Article Package	€9,000
<b>SOCIAL MEDIA</b>	Social Media Package	€500
	Paid Social Media Post	€950
	Instagram Feed Post	€850
	Instagram Stories Post	€750
	Instagram Guide	€1,350
	Curated Pinterest Board	€1,500 per board
<b>FRAME LIVE</b>	Frame Views Sponsorship	€3,500
	Frame Views Integration	€6,500
<b>DISPLAY</b>	Leaderboard	€895
<b>NEWSLETTER</b>	Daily Newsletter Leaderboard	€450/day, €1200/week
	Daily Newsletter Post	€750
	Product Newsletter Post	€550

# REPRESENTATIVES



## **HEADQUARTERS**

Frame Publishers B.V.

Amsterdam, The Netherlands

T +31 20 42 33 717

[frameweb.com](http://frameweb.com)

## **SALES**

Sara Breveglieri

[sb@frameweb.com](mailto:sb@frameweb.com)

T: +39 3394 37 39 51

## **ITALY**

Michele Tosato

[michele@studiomitos.it](mailto:michele@studiomitos.it)

T: +39 0422 89 48 68