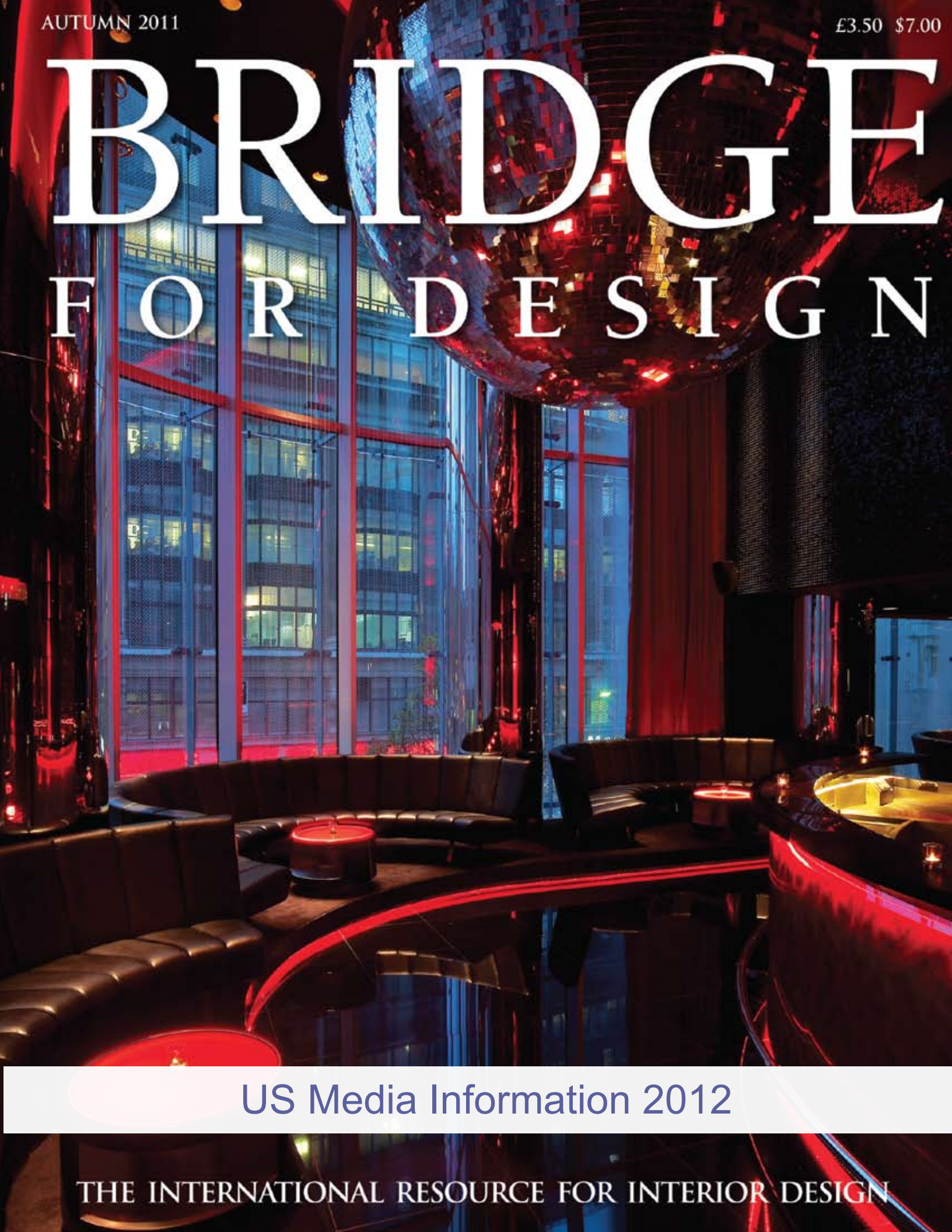


AUTUMN 2011

£3.50 \$7.00

BRIDGE FOR DESIGN



US Media Information 2012

THE INTERNATIONAL RESOURCE FOR INTERIOR DESIGN

A Two Page Spread

Direct marketing to Interior Designers

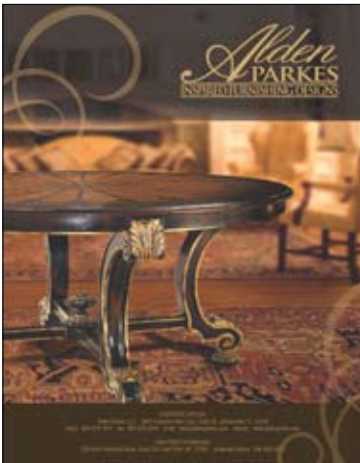


Bridge for Design is a high-end trade publication for Interior Designers. The magazine is sent out to a customized mailing list and provides manufacturers in Europe and the US with a cost-effective way to increase their sales to designers.

The magazine has a unique and highly targeted distribution network. No other trade magazine is mailed to 25,000 of the world's top Interior Designers, Decorators, Architects, and Hotel Specifiers - the people most likely to be placing an order.

"Bridge for Design is very successfully doing the job recently vacated by the previous industry leaders. The magazine is specifically for the Interior Design community, not just another 'lifestyle' magazine..."

David Salmon



An innovative marketing approach

The objective of the magazine is to generate increased sales for its advertisers by creating a new method to connect with the design trade. Traditionally this segment of the market is difficult to target. As a group, they are very sophisticated buyers who are resistant to many marketing methods.

The magazine has been designed specifically to appeal to this important group. Bridge for Design's format has an uncluttered, highly exclusive European style, which has generated a devoted following from designers who appreciate that the editorial content is focused on them.

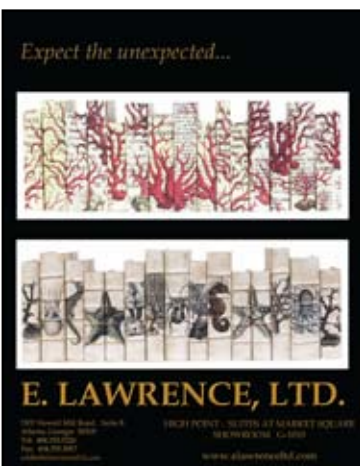


The mailing list: The top 25,000 Interior Designers

The mailing list is the most valuable asset of Bridge for Design. Unusually, the list is generated by the advertisers themselves - providing 100 to 200 of their company's most active customers. This ensures that Bridge for Design accurately reaches its target market with a mailing list that is kept constantly up-to-date.

"Essential reading - this is a fantastic research tool. There is always something new to help me keep my competitive edge"

Phoebe Howard, Mrs. Howard



for as little as \$3,500

Highly targeted and cost effective

The successful format of the two page spread is one which Bridge is designed to promote and the rate card provides a financial incentive to those companies wishing to create maximum impact on the page. For four insertions:

A two page spread in the US only edition is available for as little as \$3,500

By concentrating on a highly focused target market, the magazine delivers the benefits of repeat advertising in a cost-effective way. Companies can afford to promote new products four times, as part of a year round campaign. This attracts new customers into showrooms and will re-activate dormant clients.

Unlike most shelter magazines, Bridge for Design is distributed nationally to interior designers and buyers. The editorial focus for 2012 will be New York, Tri-state area and High Point - the world's most important home furnishings market.

The benefits of advertising in Bridge For Design

1. **It will increase sales.** The purpose of Bridge for Design is to generate sales for its advertisers - a trade publication that connects suppliers to high-end interior designers.
2. **It's cost effective.** A page in Veranda costs around \$17,000, Architectural Digest is nearer \$35,000, a full page in Bridge for Design costs as little as \$2,400.
3. **It's highly targeted.** Bridge for Design is mailed directly to a highly active group of buyers and active trade customers, throughout the US.
4. **It's exclusive.** Bridge for Design is sent out to a select private mailing list and therefore is more a direct mail campaign than conventional advertising.
5. **It's low risk.** One solid lead would easily repay the outlay.
6. **It reaches 25,000 trade customers worldwide.**

"Bridge for Design is an impressive resource, providing a wealth of information for the world of interior design. Demonstrating its superior knowledge, the publication provides regular insights into the motivations and successes of leading designers and is always supported with strong, design-led visuals."

Sally Storey - Design Director, Lighting Design International



RATE CARD 2012

Insertions:	<i>Single \$</i>	<i>x 4 \$</i>
Two Page	4,800	3,500
One Page	3,500	2,400
Half Page	2,300	2,000
Qtr Page	1,500	1,200

2012 PUBLISH DATES

March	2012
June	2012
September	2012
November	2012

2012 COPY DUE DATES

January 13th
March 16th
July 16th
September 21st

ONLINE OPPERTUNITIES

GENERATE QUALITY SALES LEADS WITH AN E-SHOT CAMPAIGN FROM BRIDGE FOR DESIGN

- Gets your message in front of the Bridge for Design targeted database made up of Interior Designers
- Furniture Buyers and Hotel Specifiers
- Drives potential clients to your website
- Gives you full details of everyone who visited your website from the e-shot

IT IS THE COST EFFECTIVE WAY OF GENERATING VALUABLE SALES LEADS

Bridge for Design is a proven industry brand with a database of more than 15,000 relevant names and addresses. Those who advertise with Bridge for Design recognise the quality and value of the database we have painstakingly put together.

Now we are offering advertisers an additional opportunity to reach the Bridge for Design database through our new e-shot campaigns.

You will get a maximum of 50 words plus an image on the Bridge for Design e-newsletter, or you could have a customized campaign giving you 250 words and 5 images (approximately). You will get a detailed breakdown of everybody that has visited your website.

ACCESS TO UK AND US LISTINGS ON AN E-SHOT – \$500. CUSTOMIZED CAMPAIGN – \$1,500.
Telephone or email for further details.

Combine this with an advertisement in Bridge for Design and you have the ultimate advertising campaign.

ADVERTISING

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