Introduction

BRIDGE FOR DESIGN is the only high end luxury interior design magazine that is delivered to interior designers, hotel specifiers and architects internationally.

The BRIDGE portfolio comprises of a beautifully presented quarterly magazine which is available as both print and digital versions, an affiliated website and regular e-mail newsletters.

BRIDGE FOR DESIGN has grown successfully over the past 14 years and gained substantially by maintaining a clear focus: to sell its advertisers products.

The Benefits

BRIDGE FOR DESIGN generates sales for its advertisers – a publication that connects suppliers to the interior design buyers.

It is cost effective – one good quality lead could easily pay for your advertisement.

Present your products and services – not just to the design world but to the people who employ the designers.

It has a digital issue – each advertisement links to the advertiser's website generating extra traffic.

It's exclusive – it reaches people other magazines do not. BRIDGE FOR DESIGN is sent to a select private mailing list worldwide, which is constantly being updated.

It stands out from the crowd – unlike many free publications, it provides a great presentation of luxury lifestyle brands and is viewed as being better quality than the leading glossy magazines.

‘I consistently tear pages out of the magazine for reference on future projects; that is a sign to me that it has relevance as a valuable resource.’

– Timothy Corrigan, Interior Designer
2,000,000 More than 2 million people* have seen at least one of our digital issues over the last year.

285,000 Every quarter, the BRIDGE FOR DESIGN print and digital issues are seen on average by 285,000 people worldwide.

150,000 BRIDGE FOR DESIGN digital issues are e-mailed to more than 150,000 key decision makers on our database which is regularly updated.

25,000 Copies of the print issue of BRIDGE FOR DESIGN are mailed directly to an exclusive controlled list which include interior designers, hotel specifiers, architects and other key industry figures in the UK, USA, Europe and more than 20 other countries worldwide including Russia and United Arab Emirates.

BRIDGE FOR DESIGN is represented at the world’s major interior design shows including Decorex (London), Maison et Objet (Paris), The Milan Furniture Fair (Italy), London Design Week and Focus. In addition to High Point, New York, Atlanta, Las Vegas and Dallas in the US.

Based on 150,000 total database email addresses, this is as follows:

- 84,000 Interior Designers
- 13,500 Hotels and Hotel Groups
- 28,500 Architects
- 6,000 Property Developers
- 12,000 Specifiers
- 6,000 Stockists/Retailers

* Source: issuu.com

In the UK it is on sale in leading newsagents and bookshops.
Advertisement Rates

Print Issue

Two page spread: £2950 | $4700
Full page: £1900 | $3000
Half page: £1400 | $2200
One third solus position: £750 | $1350
Quarter page: £750 | $1200

A series discount of 20% for taking four issues (one year)

Digital Issue

All advertisers who place an advert in one of our print issues get one free inclusion into a digital issue. We offer full page advertising and also the opportunity to attach a video or picture slide show to your advertisement.

A single digital edition full page: £500 | $650

Paid Editorial

BRIDGE FOR DESIGN offers you the opportunity to promote your products through our Design News pages and regular features such as Fabrics, Bathrooms, Lighting, Outdoors and Rugs.

Paid Design News Editorial Placement: £350 | $560
Paid Viewpoint Advertorials £1900 | $2470
Paid Design Projects £1900 | $2470

Advertising Information

ADVERTISEMENT PACKAGES

Packages for combined advertising both print and digital.

PLATINUM PACKAGE
4 full pages in BRIDGE FOR DESIGN
4 full pages in digital issue
One year web advert spot banner home page
4 editorials in Design Inspirations both print/digital
Total £4500 | $7200

GOLD PACKAGE
2 full pages in BRIDGE FOR DESIGN
2 full pages in digital issues
Six months spot banner
2 edits in Design Inspirations print/digital
Total £2750 | $4400

ADVERTISEMENT DEADLINES

SPRING 2020
Published: March 2nd
Editorial Deadline: January 17th
Advertising Deadline: January 31st

SUMMER 2020
Published: June 1st
Editorial Deadline: April 24th
Advertising Deadline: May 1st

AUTUMN 2020
Published: September 7th
Editorial Deadline: July 17th
Advertising Deadline: August 7th

WINTER 2020
Published: November 30th
Editorial Deadline: October 16th
Advertising Deadline: November 6th

SALES DIRECTOR
Vivien Brockwell
T: +44 (0)786 754 7712
E: vivien@bridgefordesign.com

US SALES
Shelba Cornelison
T: +1 336 869 2528
E: shelbaccc@aol.com
E-Shot Examples

15,000+

The amount of unique visitors we receive to our website each month

1,750

The average number of people who link through to advertiser websites each month

Rotating Banner

The rotating banner is 1140 pixels x 423 pixels and sits under the menu of the page.

Home page: £700 | $1120 per six months
Inside pages: £500 | $800 per six months

Side Bar

The side bar advertisements are 189 pixels x 334 pixels down the side of the homepage.

Home page: £300 | $480 per six months
Inside pages: £200 | $320 per six months

E-Shots

Generate quality sales leads by getting your message in front of our targeted e-mail database which is made up of: Interior Designers, Architects, Furniture Buyers and Hotel Specifiers.

We split our database down into two sectors:

UK & Rest of World 75,000
US and Canada 75,000

A solus campaign to 1 sector: £750 | $1200
Add another sector for: £100 | $160

Customised e-shot

A customised solus e-shot, build to your specification £150 | $200

Catalogues

Catalogue Package

We will host your catalogue on our website as a digital page turner.

It will be linked to your website so that our readers will be able to click on the link leading them to your website.

Catalogue for 12 months: £350 | $550

Premium Catalogue Package

Include a sliding advertising banner promoting your catalogue as well as having it on our website. We will attach your catalogue to one of our digital issues** going out to 150,000 readers on our database. Promote your catalogue with a flash on the front cover of the digital issue it is attached to.

In addition, you will receive a double page spread in the digital magazine.

Catalogue Premium Package: £500 | $800

*Source ISSUU.com  **subject to availability

Website Advertising

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ADVERTISEMENT TECHNICAL SPECIFICATION

Printing Requirements

All files must be supplied as high-resolution PDF (We support the industry standard ‘Pass4Press’ format). Full technical information can be found online at www.pass4press.com

- Files to be composite CMYK (not RGB)
- Only include hi-res (300-400dpi) images at 100% size
- No Pantone colours
- Black type to print out as black only
- All fonts to be embedded
- Crop marks outside bleed area

Sending The Advertisement

The file will be large so we recommend using WeTransfer (www.wetransfer.com).

Please send to: vivien@bridgefordesign.com

Ensure artwork is sent to us prior to the deadline so we can check that the specification has been followed.