

# dwell

AT HOME IN THE MODERN WORLD

asia

## 2012

## Media Kit



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## Dwell Good Design for Everyone

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Dwell has been a champion and purveyor of good design for 10 years in the USA. Our strength is in identifying and exploring design concepts that are idea-driven, modern, and sensitive to social and physical surroundings. Our success lies with helping our community foster their own understanding of design principles and how it can transform lives. Through a rapidly expanding offering of media platforms, Dwell inspires its community with smart and thoughtful ideas for modern living.



### Mission

"The mission of Dwell is to illustrate how innovative design is vital to our culture, and can provide a unique sense of authenticity, beauty, and fulfillment to our lives. Design is a philosophy that can be individually interpreted to better one's connection to the world."

**Lara Deam**, *Dwell Media Founder*

### Dwell Asia

Now Dwell is proud to extend its coverage to a dedicated edition for Asia. Dwell Asia serves a community of design-seekers, savvy consumers and professionals across China, India, Southeast Asia, who are passionate about design and purposeful in their pursuit of it.

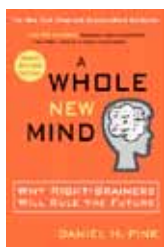




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## Dwell's Design Seekers

Design Seekers represent a rapidly growing consumer base that is affluent, educated, influential and passionate about design. Dwell delivers these consumers a guide for curating a life that is personally expressive and design-centric.



" Thanks to rising prosperity and advancing technology, good design is now more accessible than ever. This allows more people to partake in its pleasures and become connoisseurs of what was once specialized knowledge."

**Daniel Pink, A Whole New Mind:**  
Moving from the Information Age to the Conceptual Age

### Attributes of the Design Seeker

- > Believe great design is a lifestyle essential
- > Appreciate authenticity and design innovation
- > Affluent, well-educated, and love to learn about great design
- > Express their sensibilities through what they buy
- > Engaged in the world around them
- > Influence the purchase decisions of others
- > Involved in design trade community

### DWELL ASIA TARGETS YOUNG, WELL-EDUCATED, SUCCESSFUL READERS

#### Youngest audience in category

39 median age  
65%: between 18-44

#### Reaches all key decision-makers in home

49%: women  
51%: men

#### Median Household income

\$ 80,000

#### Widely spread in the market

65% : end consumer  
35% : trade

#### Distribution

60%: Newstand  
40%: Direct Mailing

- Architects : 40%
- Interior Designer : 25%
- Organizations : 25%
- Events : 10%



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### Dwell Editorial: Designed For Engagement

**Design Seekers express themselves through what they buy and they look for inspiration in these editorial sections:**

#### In the Modern World

An information-packed, highly visual guide to this month's design and architecture exhibits, events, books, and new furniture and products for the home. Among a selection of constantly updating sections, In the Modern World now includes the following:

- > Our favorite new Products and Furniture
- > Profiles of Nice Modernists—whose creative endeavors best embody Dwell's ideals.
- > With Q&A get to know the who's who of the design world.
- > We all know its important to get a good Square Meal—at the intersection of food and design
- > The Argument is a guest op-ed for design issues that matter
- > The Focus page gets transformed into a gallery wall for new art and photography
- > Preservation looks at modern buildings worth saving
- > Houses We Love are just that, the houses we love.

#### My House

Homeowners share the trials and travails of living and building modern in this first-person look at homes which fit the Dwell sensibility to a tee. Plus, detailed info on how to "Make It Yours."

#### Dwell Reports

Explore a range of retail offerings—from food storage to LED lamps—with expert tips for finding the item that's right for you.



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## Off the Grid

Environmentally friendly architecture that proves green design is good design with an in-depth look at the systems that drive sustainable homes.

## Outside

A celebration of good design in the great outdoors, from landscape architecture to garden design.

## Process

Dwell travels behind the scenes into factories and production facilities to look at how the modern world gets made.

## Profile

Get an in-depth look at the career of an architect or designer, with an exciting visual timeline of their work.

## Detour

Design-savvy locals offer an insider's architectural and cultural guide to world-class cities on every continent.

## Dwellings

Three varied and in-depth stories based on the issue's theme feature the people, places, and stories behind the world's most innovative modern homes.

## Concepts

A chance to explore a wide-range of topics: from multi-color homes, to the out-sourcing of design jobs, to the latest in green technology. Concepts offers a fresh look at new ideas.

## Photo Essay

The Photo Essay is a chance to explore the work of photographers whose work is in sympathy with Dwell's particular take on the built environment, landscape, and, more broadly, the modern world.

## Essay

Going well beyond the scope of any shelter magazine or trade title, Essay offers authors a chance to ruminate on how design and architecture affect our lives in different ways and at different scales.

## Archive

Dwell celebrates the heroes, both famous and unsung, of designs past. Plus, the section "10 Things You Should Know About \_\_\_\_\_".

## Design Finder

With Design Finder meet the folks that love design as much as you do—the people that sell it. We visit the world's most interesting design stores to find out what makes these impassioned retailers tick.

## 101

Consider 101 a textbook on living life the Dwell way. From Real Estate to Alternative Energy, we demystify and explore the topics that matter most to you and your home.

## Sourcing

Where to buy what you've seen in the magazine and how to contact the architects, designers and experts you've read about.

## Finishing Touch

Good design is in the details, as our Finishing Touch page proves in every issue. Based on the theme of the issue, we hone in on a pertinent, and perfect, detail.

## 2012 Editorial Calendar



**Jul/Aug 2011**  
**Modernism in Asia**

**Full Page Ad Close:**  
June 12, 2011



**Sep/Oct 2011**  
**Family issue**

**Full Page Ad Close:**  
August 12, 2011



**Nov/Dec 2011**  
**Old and New (Renovation, historical blending with contemporary)**

**Full Page Ad Close:**  
October 12, 2011



**Jan/Feb 2012**  
**City Living (small spaces)**

**Full Page Ad Close:**  
December 12, 2011



**Mar/Apr 2012**  
**Bathrooms and Kitchens**

**Full Page Ad Close:**  
February 12, 2011



**May/June 2012**  
**The Ones to Watch**

**Full Page Ad Close:**  
April 12, 2011



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## Recognising the Power of Engagement

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### Dwell in the News

"...award-winning shelter magazine Dwell is offering a potential lifeline in the form of business partnerships with others like it."

*Mediaweek, Sept 28, 2009*

"...the company has grown from a magazine publisher into a multi-channel content provider, offering everything from home products to pre-fab houses to one the biggest design events in the U.S., Dwell on Design. Earlier this year, the company unveiled a new redesign of its Web site, Dwell.com, and joined forces with like-minded companies to form the Dwell Partner Network, which itself is a unique take on a traditional ad network."

*Mediabistro, Sept 23, 2009*

"Dwell magazine has become successful because it believes there are educated people out there who like design but aren't rich or don't aspire to make it clear how wealthy they are. Many of the houses featured are attainable and interesting -- but not mainstream -- as in you'll see hundreds of these in a subdivision soon."

*National Post, Jan 9, 2009*

"It's somewhat easy to see how a niche publication like Dwell could become a major online destination... but harder to see how a newsweekly could do the same. In a title like Dwell, editorial content and advertising are contextually related in a symbiotic way (i.e., the articles and the ads are generally about the same things, and readers are inherently interested in both) that is impossible for general interest magazines like Time."

*Adweek, February 2007*

### Awards

#### 2009 Min Editorial & Design Awards

Dwell.com Blog Honorable Mention  
Dwell Editorial Series Winner (Dwellings)  
Dwell Feature Article Honorable Mention (A Narrow Vistory)

#### 2009 Cooper-Hewitt National Design Award Nomination

Corporate Achievement Finalist

#### 2009 American Photography Awards

1 image from Raimund Koch/Lafayette Feature  
2 images from Edward Burtynsky's Quarry Photo Essay  
3 images from Jesse Chehak/ Iceland Detour

#### 2009 Webby Award Nominations

Dwell.com Lifestyle Nominee and Magazine Nominee

#### 2008 Dwell.com Award Nominations

Magazine Publishers of America, General Excellence – Final 3

Webby Awards – Final 6

Media Industry News, Best Redesign – Final 10

#### 2007 SPD PHOTOGRAPHY AWARDS NOMINATIONS

Nominated for Magazine of the Year  
May 2007, July/August 2007 and October 2007 issues

#### 2007 AMERICAN PHOTOGRAPHY ANNUAL

Four of our images have received honors and will be published in the AP24 photo publication  
Three images are from the "Borderlands Photo Essay," May 2007  
One image is from "In Record Time Photo Essay," April 2007

#### 2007 Advertising Age Top 300

Dwell ranked in the top ten magazines based on ad pages and ad revenue

#### 2007 Adweek Hotlist

Top ten magazines with revenue under \$50 million  
#2 out of 10 on the list

#### 2007 Society of Publication Designers (SPD) Finalist

Dwell.com recognized as a finalist for the online category

Dwell.com is the only finalist noted for redesign

#### 2007 Society of Publication Designers (SPD): 2 Merit Awards

June 06: Photo Essay: A Parallax View  
July/August 06: Info Graphics: Modernism Timeline

#### 2007 Finalist in the American Photography Competition

Inclusion in Annual book

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## 2012 Dwell Asia Advertising Rates

Published 6 times per year (Bi-monthly)  
+ 2 Special Editions per year.

### Rates (SGD)

#### Premium Positions

Back Cover	12,500
Inside Back Cover	11,000
Inside Front Cover Spread	19,000
Full Page	9,000
Double Page Spread	14,500
1/2 page	6,000
1/3 page	4,750

Premium Position - additional 15% to gross rate

For information on Frequency  
Discounts and local rates, please contact our  
Media Representation Office :

#### Singapore

Duane Thia (duane@3-three.biz)  
Director, 3-Three Consulting Pte Ltd

#### Indonesia

MPGMedia  
(advertising@dwellingindonesia.com)

## Circulation

	COPIES
In English:	
Singapore	25,000
Malaysia	25,000
Thailand	20,000
Philippines	15,000
Indonesia	25,000*
<b>TOTAL</b>	<b>110,000 copies</b>
Other Asia	15,000
<b>GRAND TOTAL</b>	<b>125,000 copies</b>

\*Dwell Indonesia (in Bahasa Indonesia)

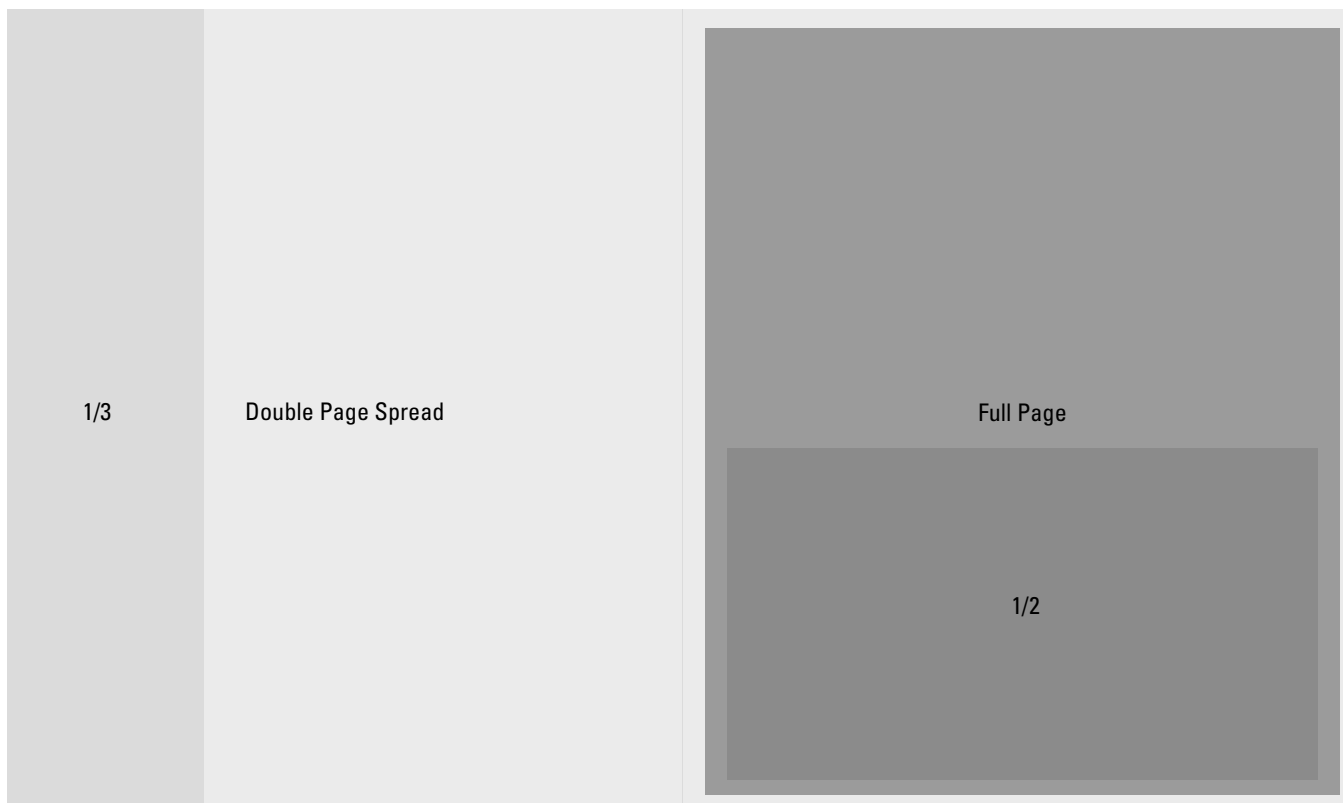


## Pricing

#### SINGLE COPY

SGD	7.90 (incl GST)
BHT	175
RM	16.90
IDR	75,000
PHP	250
INR	385
HKD	60
CNY	52.5
JPY	800
TWD	200
KRW	8,800
USD	6.90





## Size Specification for AD

1/3	1/2	Full Page	Double Page Spread
trim : 67 x 275 mm	trim : 189 x 122 mm	trim : 213 x 275 mm	trim : 426 x 275 mm
bleed : 73 x 281 mm	bleed : 195 x 128 mm	bleed : 219 x 281 mm	bleed : 432 x 281 mm

\* **Paper:** art paper 85 gsm, **Cover:** art paper 190 gsm

**Acceptable file format :** PDF or TIFF, minimum resolution 300 dpi

## Advertising Environment

### Furniture

Domus Design Collection  
Berloni  
Cassina  
Crate & Barrel  
Dedon  
BDI  
Molo  
Ligne Roset  
Hive  
BoConcept  
Flexform  
The Container Shop  
Gilt Home  
Vitra  
Herman Miller  
Ikea  
Resource Furniture  
Calligaris  
Domitalia  
Dwell 95  
Room & Board  
Semigood

### Kitchen & Appliances

Scavolini  
Pedini  
Big Chill Fridge  
Ernestomeda

### Home Furnishing & Accessories

Artviacanvas.com  
ABC Carpet  
Minted  
David Mast Design  
The Rug Company  
Goodweave

### Lighting

Lumens  
Schonbek  
YLighting  
Artemide

### Electronics

JBL  
Bang & Olufsen America, Inc.  
Dyson  
iRobot

### Interior Material

Hunter Douglas  
CaesarStone Quartz Surfaces  
Marvin Windows and Doors  
Lonseal Flooring  
The Sliding Door Company  
Big Ass Fans  
Bartel

Ralph Lauren Paint  
Valspar  
Heath Ceramics  
Flor

### F&B

Nescafe  
Izze  
Truvia

### Mattress

Tempur

### Cars

Hyundai  
Lincoln  
Smart  
BMW  
Mini Cooper, MINI USA MINI  
Countryman  
Chrysler  
Volvo

### Garden

Wolly Pockect  
Forever Lawn

### Property & Hotels

The Cosmopolitan  
Moinian

### University

Academy of Art  
University of Texas  
Parson School for Design

### Travel

Cool Capitals

### Telecommunication

Zumobi

### Jewellery

Kon Zuk  
Suzanne Felsen

### Others

Bludot.com  
Geico Insurance  
AllPopArt.com  
Trane  
AOL  
Remodelista

# Modern Market: Print, Digital and Live

Modern Market, Dwell's in-book and digital product-packed catalogue, provides an affordable way to reach and engage Dwell™ Design Seekers.

## MODERN MARKET IS DESIGNED TO:

- > Showcase specific products, services, and product lines in an attractive format
- > Quickly and efficiently connect your brand to 325,000 qualified consumers ready to buy your products

Your ad:



## MODERN MARKET IN-BOOK RATES\*

	1x	6x	10x
1/4-Page	3,000	2,500	2,000
1/8-Page	2,000	1,600	1,250

## AD SPECIFICATIONS

1/8 pg Vertical  
AD SIZE: W 48 x H 118 mm  
IMAGE SIZE: W 43 x H 48 mm  
WORDS: 50

1/4 pg Vertical  
AD SIZE: W 96 x H 118 mm  
IMAGE SIZE: W 90 x H 48 cm  
WORDS: 100

**Dwell**  
*At Home in the Modern World*

Your descriptive advertisement copy will go here. Fifty words total, including headline and contact information.

*Shown: Sample image size.*

**550 Kearny Street, Suite 710  
San Francisco, CA 94108  
dwell.com**

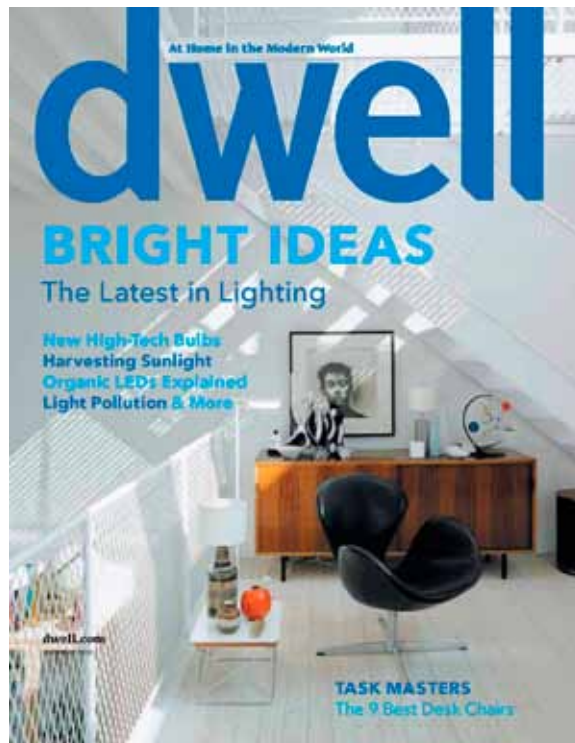
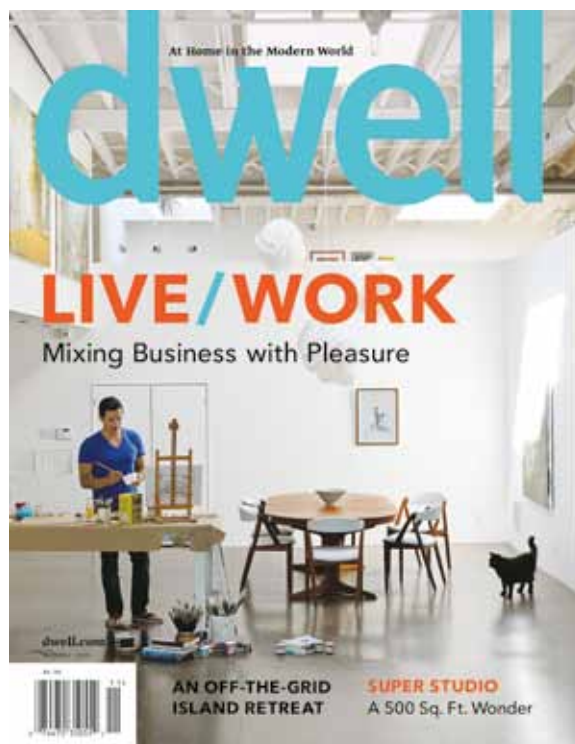
**Dwell**  
*At Home in the Modern World*

Your descriptive ad copy will go here. One hundred words total, including headline and contact information. Please note optional subhead and shown caption are also included in the word count.

If your copy exceeds the maximum word count, Dwell's Editorial Department will cut and edit your copy at its own discretion. Also note required line breaks;

one line of space between the headline and the body copy and between the body copy and the contact information. Additional line breaks are also before and after the shown caption.

**Dwell  
Tel. 415-350-5157  
modernmarket@dwell.com  
dwell.com**





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asia