

# dwell

AT HOME IN THE MODERN WORLD

asia

## 2012

## Media Kit



# 2012 Media Kit

**dwell** has been a champion and purveyor of good design for 10 years in the USA. 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.

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 asia** inspires its community with smart and thoughtful ideas for modern living.

## Circulation

In English:

### COPIES

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

\*Dwell Indonesia (in Bahasa Indonesia)

## Demographics

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

male/ female	51% / 49%
end consumer/trade	65% / 35%

### Age

median age	39
between 18-44	65%

### Median Household income

\$ 80,000

## 2012 Editorial Calendar

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

Ad Close: December 12, 2011

### Mar/Apr 2012 **Kitchens/Bathrooms**

Ad Close: February 12, 2012

### May/June 2012 **Bright Ideas (Colours & Lighting, Ambiente/Maison et Objet report)**

Ad Close: April 12, 2012

### July/Aug 2012 **Asian Designers (Milan Fair, Family)**

Ad Close: June 12, 2012

### Sept/Oct 2012 **Future Thinking (Sustainability, Dwell on Design report)**

Ad Close: August 12, 2012

### Nov/Dec 2012 **Off the Map (holiday homes/out-of-the-way homes)**

Ad Close: October 12, 2012

## Size Specification for AD

### 1/3

trim	: 67 x 275 mm
bleed	: 73 x 281 mm

### Full Page

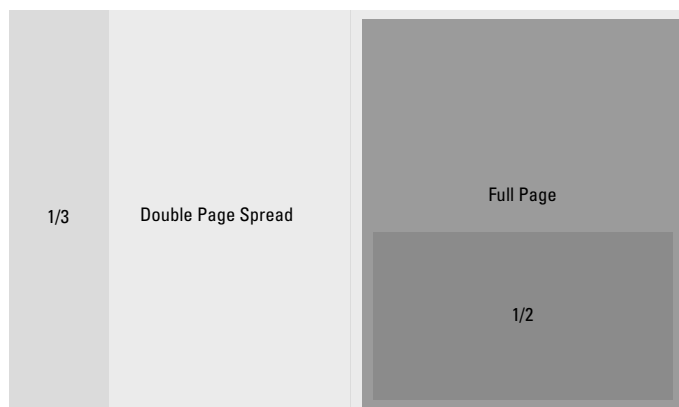
trim	: 213 x 275 mm
bleed	: 219 x 281 mm

### 1/2

trim	: 189 x 122 mm
bleed	: 195 x 128 mm

### Double Page Spread

trim	: 426 x 275 mm
bleed	: 432 x 281 mm



### \* Acceptable file format :

PDF or TIFF, minimum resolution 300 dpi in CMYK

## 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

## Contacts

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

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