

# Designlines

TORONTO'S ULTIMATE GUIDE TO DESIGN



Ask us about  
our **NEW**

- Food Dept. section
- Designer of the Year  
and Small Spaces  
issue themes

## 2019 Media Kit

PRINT + DIGITAL + EXPERIENTIAL

# DESIGNLINES

## Who we are

Published four times a year, *Designlines* is the **ultimate guide** to Toronto's best contemporary furniture showrooms and home decor shops.

Each issue provides reviews of top design stores in Toronto's design districts along with stylish restaurants, new architectural projects and cutting-edge art galleries. Our **Modern Renos**, **Best New Homes & Condos** and **Small Spaces**, **Smart Solutions** issues are packed with modern-living ideas by some of the best local architects and designers, offering insight and inspiration to urban dwellers looking to kit out their condos or houses. We also spotlight the city's rising design talents as well as the best new products and where to find them. And starting this January, we'll publish **Designer of the Year**, an issue celebrating the best interior specialist in the city, as well as Toronto's top-notch restaurant, retail and public space designs.

*Designlines*' multi-pronged experiential media platform includes **print and digital editions** of the magazine; an up-to-the-minute **website**; a weekly **e-newsletter** that reaches an extensive readership of the design savvy and design-curious; and four growing **social media channels** that supply our discerning readers with a constant stream of timely and visually compelling information. With such exhaustive coverage of the city's contemporary and classic-modern design scene, it's no wonder that *Designlines* is acknowledged as **the most reputable design resource in the city**.



Photo by  
Arash Moallemi

# AUDIENCE PROFILE

## Design Audience\*

### WHO WE ARE

- The most comprehensive guide to contemporary design in the GTA
- A unique media brand focused on everything design in the GTA and beyond
- A source of valuable information for professionals and design-oriented consumers
- A showcase of the latest innovative home interiors, furniture and products
- A review of new design stores and showrooms
- A profile of Toronto's best designers and creators

### HIGHLY ENGAGED

- **66% visited a showroom as a result of reading *Designlines***
- 64% made a purchase as a result of reading *Designlines*

### DESIGN-FOCUSED

- **46% are design professionals**
- 30% are design curious
- 22% are design obsessed

### SOPHISTICATED

- **32% are under 39 years of age**
- 26% are between 50 and 59 years of age
- 21% are between 40 and 49 years of age

### HIGHLY EDUCATED

- **59% completed an undergraduate degree**
- 26% completed graduate school

### HIGH-INCOME EARNING

- **75% own their residence**
- 23% have a household income between \$100,000 and \$150,000
- 20% have a household income between \$150,000 - \$200,000
- **17% have an annual household income above \$200,000**

### OUR REACH

*Designlines'* diversified media platform reaches consumers and design professionals in print, online, on social media, and through events

### PRINT

- **117,000 readers per issue average**
- 65,000 copies per issue

### ONLINE

- 8,000 newsletter recipients
- 8,000 monthly visitors to the site

### SOCIAL

- 19,000 followers

**152,000**  
TOTAL  
AUDIENCE



Award-winning lighting designers, ANONY  
Photo by Arash Moallemi

\*Data from our 2018 reader survey

# DESIGNLINES MAGAZINE

## 2019 Editorial Calendar

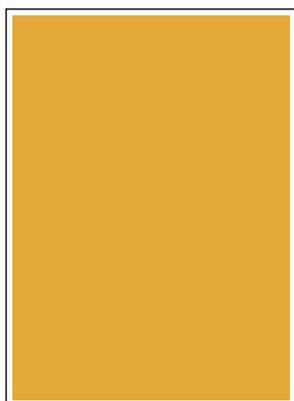
ISSUE	DESIGNER OF THE YEAR	SMALL SPACES, SMART SOLUTIONS	BEST NEW HOMES & CONDOS	MODERN RENOS EDITION
AD BOOKING	November 28, 2018	February 27, 2019	May 22, 2019	August 28, 2019
AD MATERIAL	December 5, 2018	March 6, 2019	May 29, 2019	September 4, 2019
NEWSSTAND	January 11, 2019	April 5, 2019	June 28, 2019	October 4, 2019
CONTENT	<p><b>Introducing Designlines Designer of the Year competition, celebrating the best interior specialist in Toronto</b></p> <ul style="list-style-type: none"> <li>+ Honours also go out to TO's top retail-, restaurant- and public space designers</li> <li>+ What to see during Design Week, where to meet the city's talent, plus a review of the latest and greatest in home decor</li> </ul>	<p><b>Ingenious and visually-intriguing ways to live large in the GTA, no matter how small the footprint</b></p> <ul style="list-style-type: none"> <li>+ Interior designers weigh in on how to maximize urban living environments</li> <li>+ Compact and comfortable, modular and mobile furniture for Toronto condos, lofts, town homes and apartments</li> </ul>	<p><b>Brand new, hot-off-the-press houses built by Toronto's top architects, custom builders and interior designers</b></p> <ul style="list-style-type: none"> <li>+ Our annual insider-analysis of the hottest condo projects on the market</li> <li>+ A style cheat sheet on Fall's most fashionable colours and textures; hard wood flooring to fawn over; top table lamps</li> </ul>	<p><b>Brilliant ideas for big and small transformations from those in the know (+ pro reno tips!)</b></p> <ul style="list-style-type: none"> <li>+ Modernizing and space-saving solutions for every room in the house</li> <li>+ A/V delights; holiday essentials for entertaining like an expert; gift solutions for every design fanatic on your list</li> </ul>
LOOK BOOK	<b>The living room: Seating, entertainment units, area rugs &amp; lighting for comfy and functional family rooms</b>	<b>The outdoors: Expert advice on the best layouts and products so you can make the most of your green space</b>	<b>The bathroom: The latest wet and wild offerings for that much sought after at-home spa experience</b>	<b>The kitchen: Craft better eating and cooking environments with these key (and tasteful) design ingredients</b>
STUFF	<ul style="list-style-type: none"> <li>• Small but mighty kitchen appliances</li> <li>• Stunning suspension lighting</li> </ul>	<ul style="list-style-type: none"> <li>• Garden and patio-perfect furniture</li> <li>• What's trending now in tile flooring</li> </ul>	<ul style="list-style-type: none"> <li>• Regal bedroom furniture for every budget</li> <li>• The splashiest faucets on the market</li> </ul>	<ul style="list-style-type: none"> <li>• Sumptuous armchairs and sofas</li> <li>• Wallpaper that will wow you</li> </ul>
DISTRIBUTION	<ul style="list-style-type: none"> <li>• 10,000 inserted in the <i>Globe &amp; Mail</i></li> <li>• 10,000 inserted in the <i>Toronto Star</i></li> <li>• 25,375 to showrooms, galleries, restaurants and public spaces across the GTA</li> <li>• 1,125 on GTA newsstands</li> <li>• 1,500 to Air Canada and Via Rail Lounges</li> </ul>	<ul style="list-style-type: none"> <li>• 10,000 inserted in the <i>Globe &amp; Mail</i></li> <li>• 18,000 inserted in the <i>Toronto Star</i></li> <li>• 29,375 to showrooms, galleries, restaurants and public spaces across the GTA</li> <li>• 1,125 on GTA newsstands</li> <li>• 1,500 to Air Canada and Via Rail Lounges</li> </ul>	<ul style="list-style-type: none"> <li>• 10,000 inserted in the <i>Globe &amp; Mail</i></li> <li>• 15,000 inserted in the <i>Toronto Star</i></li> <li>• 31,875 to showrooms, galleries, restaurants and public spaces across the GTA</li> <li>• 1,125 on GTA newsstands</li> <li>• 1,500 to Air Canada and Via Rail Lounges</li> </ul>	<ul style="list-style-type: none"> <li>• 10,000 inserted in the <i>Globe &amp; Mail</i></li> <li>• 15,000 inserted in the <i>Toronto Star</i></li> <li>• 28,875 to showrooms, galleries, restaurants and public spaces across the GTA</li> <li>• 1,125 on GTA newsstands</li> <li>• 1,500 to Air Canada and Via Rail Lounges</li> </ul>
BONUS DISTRIBUTION	<ul style="list-style-type: none"> <li>• 10,000 to IDS Toronto</li> <li>• 2,000 to One of a Kind Show</li> <li>• 5,000 to National Home Show</li> </ul>	<ul style="list-style-type: none"> <li>• 5,000 to Toronto of the Future Show</li> </ul>	<ul style="list-style-type: none"> <li>• 3,500 to Fall Home Show</li> <li>• 2,000 to Toronto Outdoor Art Expo</li> </ul>	<ul style="list-style-type: none"> <li>• 500 to DesignThinkers Toronto</li> <li>• 3,000 to One of a Kind Show</li> <li>• 5,000 to Homefest Show</li> </ul>

# DESIGNLINES PRINT

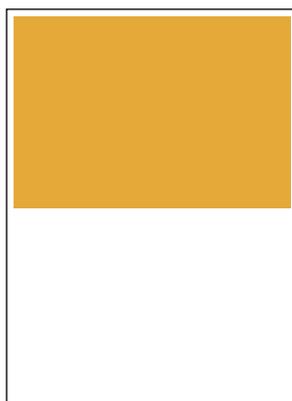
## Rates + Specs

### NET RATES

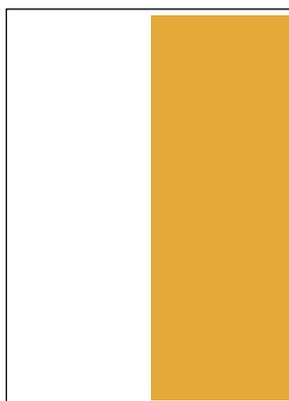
SIZE	1x	2x	4x	AD SIZES WIDTH x HEIGHT (INCHES)
<b>2 page spread</b>	\$6,273	\$6,100	\$5,780	17 x 11 1/8 (bleed) 16 3/4 x 10 7/8 (trim) 16 1/4 x 10 3/8 (live area)
<b>Inside front cover spread</b>	\$7,300	\$7,220	\$6,840	
<b>1 page</b>	\$3,760	\$3,630	\$3,320	8 5/8 x 11 1/8 (bleed) 8 3/8 x 10 7/8 (trim) 7 7/8 x 10 3/8 (live area)
<b>Outside back cover</b>	\$4,630	\$4,460	\$4,050	
<b>Inside back cover / Contents</b>	\$4,240	\$4,120	\$3,830	
<b>1/2 page – horizontal</b>	\$2,270	\$2,170	\$1,990	8 3/8 x 5 1/4 (trim)
<b>1/2 page – vertical</b>	\$2,270	\$2,170	\$1,990	4 1/8 x 10 7/8 (trim)



Full page



1/2 page horizontal



1/2 page vertical

### FILE SPECIFICATIONS\*

<b>FTP</b>	FTP information available on request
<b>File formats</b>	PDF, with fonts embedded and no trapping. InDesign file collected for output, with all fonts included and all pictures saved in CMYK Photoshop or Illustrator files**
<b>Bleed</b>	1/8" (on full pages and spreads only)
<b>Type safety</b>	1/4" from trim size (on full pages and spreads only)
<b>Images</b>	All images at 300 dpi in CMYK. No RGB files
<b>Line screen</b>	150
<b>Match print</b>	Digital colour proof (Pictro), match print***

\* Material requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.

\*\* File format should be EPS with fonts rasterized or outlined.

\*\*\* We do not guarantee colour reproduction without a certified match proof.

## Additional Print Solutions:

### CUSTOM OPPORTUNITIES

**Tell Your Story to Our Audience!** Our editorial and art teams will work with your brand to develop unique content and deliver a customized and unique editorial that communicates the value of your brand to our audience.

Custom content is available in one-, two- or four-page formats.

### PREPRINTED INSERTS

Loose postcards/leaflets may be inserted into the magazine. Larger and heavier material, such as brochures, can be polybagged with the magazine. Contact us for rates and availability.

**Note: A 10% discount is available for 2019 Azure advertisers with a minimum of four booked insertions.**

All rates are net, expressed in Canadian dollars, and do not include applicable taxes. Prevailing exchange rate for foreign currencies will be applied.

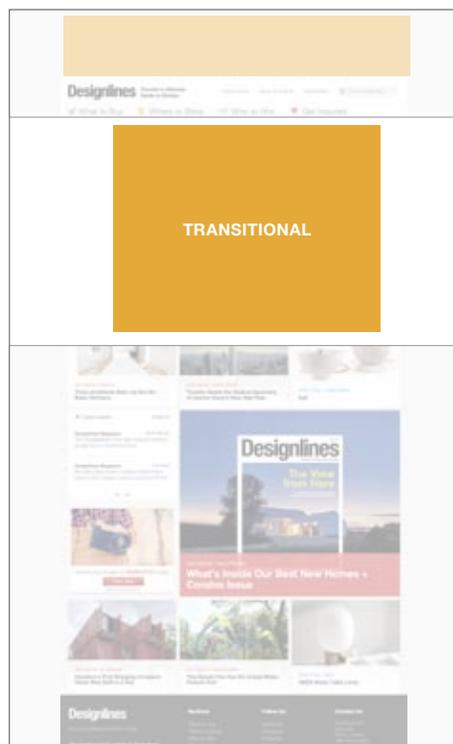
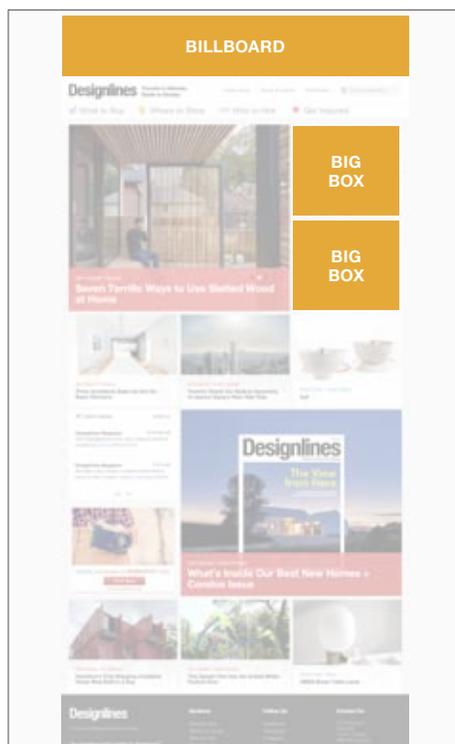


# DESIGNLINES DIGITAL

*Designlinesmagazine.com* and E-newsletter

## WEBSITE

UNIT	WIDTH x HEIGHT (PIXELS)	FLAT RATE (PER MONTH)
<b>Billboard</b>	970 x 250	\$850
<b>Big Box</b>	300 x 250	\$600
<b>Transitional</b>	640 x 480	\$1,100
<b>Social Media</b>	ask for details	



*“Designlines is a platform that highlights relevant and unique works from within the Canadian creative community; a well-designed magazine from which any studio can inspire and be inspired by their peers.”*

**Marlo Onilla**, principal and creative director, Biography Design

## NEWSLETTER

UNIT	WIDTH x HEIGHT (PIXELS)	FLAT RATE (INSERTION)
<b>Top Banner</b>	640 x 180	\$800
<b>Banner</b>	640 x 180	\$500

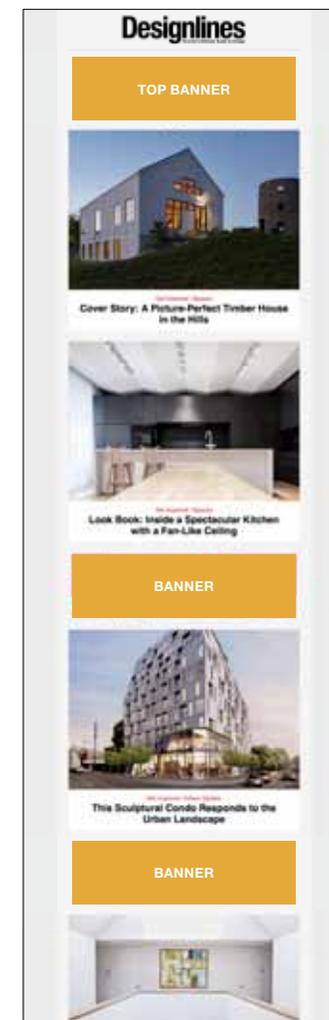
## SPECIFICATIONS

### Rich media

We accept HTML5, DHTML, 3rd party tags and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. Flash format is not accepted for email advertisements. Creative with a white background must have a minimum 1-pixel border.

### Material submission

All creative must be received 5 business days prior to start of scheduled program.



# DESIGNLINES DIGITAL

## Custom Content

### DEDICATED NEWSLETTER

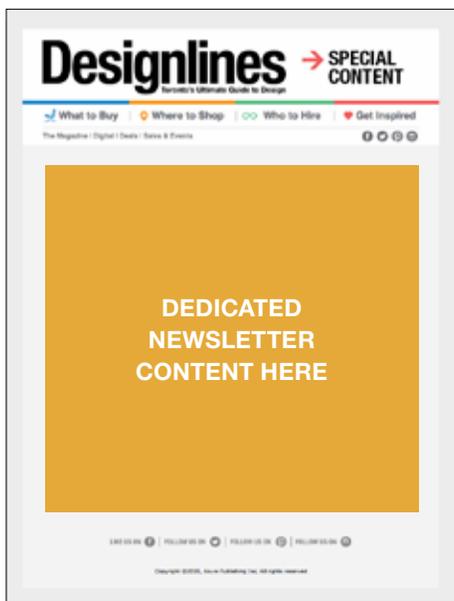
Deliver your brand message to *Designlines*' 8,000 newsletter recipients.

Market your event, showroom opening, special offers, new products.

HTML file to be supplied at least two weeks before newsletter release, and subject to approval by Azure Publishing. Max. file size 1MB, 800 pixels max. No JavaScript or flash allowed.

Azure Publishing can create an HTML file from material supplied by client at the industry rate of \$150.00 per hour.

UNIT	FLAT RATE (PER BLAST)
<b>Dedicated Newsletter</b>	\$1,500



*“Designlines is known for giving Toronto the one thing we all crave the most – inspiration. Every issue is profuse with thought-provoking articles, accompanied with images of wonder and beauty.”*

**Johnson Chou**, principal, Johnson Chou Inc.

### SPONSORED BLOG ON DESIGNLINESMAGAZINE.COM

Post a brand communication message on the website. Tell your story, show your showroom or recently acquired products, and pick a topic relevant to your brand.

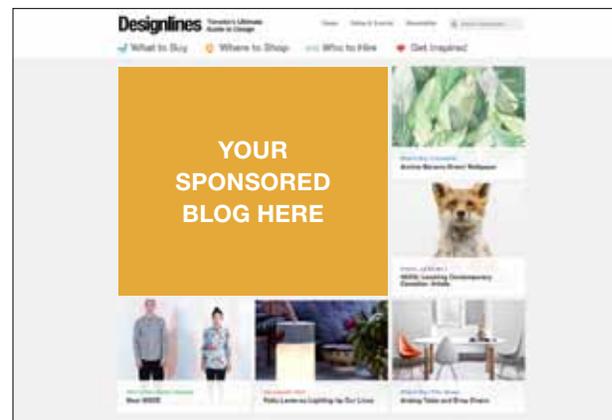
Your blog will be in a featured position on the site home-page as well as on the relevant section home-page. It will stay on the website permanently.

Provide complete text and images and reach our audience of 8,000+ unique visitors monthly with your custom message. Text and images to be supplied at least two weeks before posting on site, and subject to approval by Azure Publishing. If text editing required, the industry rate of \$150.00 per hour will be applied (limited availability).

UNIT	FLAT RATE (PER POST)
<b>Sponsored Blog</b>	\$1,700

**Image requirement:** 3-10 images

**Text requirement:** 300 words max



# DESIGNLINES

## Experiential

### DESIGNLINES TALKS

The Designlines Talks program, through lectures or panel discussions, puts outstanding local architects and designers face-to-face with our engaged audience. Talk themes are focused on new technologies, ideas, innovations and current subjects in the areas of architecture and design.

Designlines Talks are ticketed events, attended by over 200 design-savvy consumers and professionals.

Exclusive sponsorship is available for each event.

### DESIGNLINES SALON SERIES

The exchange of ideas in a smaller more focused setting is the model for the Designlines Salon Series, a concept with enduring relevance. Who doesn't want to be part of a select group gathering to hear about the latest development or controversy in the design and architecture world?

The subjects of the Designlines Salons are carefully chosen to reflect the topics of most interest to the audience, with refreshments included in the experience.

Taking place in our internal event space, the Designlines Salon Series offers leading design brands the opportunity to include an exclusive and intimate presentation to our qualified audience – a great way to introduce products and/or materials in a unique setting.

Designlines Salons provide exclusive sponsorship opportunities.

### DESIGNLINES DINNERS

Networking dinners for up to 20 people in *Designlines'* internal event space.

A great opportunity to break the ice and get to know each other around a dinner table with a menu created by outstanding local chefs.

Exclusive sponsorships available.

### Pricing for Designlines Events on Request



Talk with architect Massimiliano Fuksas



Internal Event Space

# DESIGNLINES

What some of our partners are saying about *Designlines*

**“Designlines has been a great long-standing advertising partner for Monte Design. It targets the local design savvy crowd who are our customers. We are very pleased with the response we see after the issues hit stores.”**

**Ralph Montemurro,**  
Principal, Monte Design

**“As the ultimate guide to design in Toronto, Designlines continues to demonstrate its well-defined and forward-thinking eye for exquisite design – making it a natural fit for Yorkville Design Centre. With quality evident in both its editorial content and resource information, Designlines has helped to build our peer-recognized brand as specialists in residential architecture and design while expertly bringing us together with our target audiences.”**

**Thomas Tampold,**  
Architect/Owner, Yorkville Design Centre

**“Designlines is a leading Canadian publication that caters to the creative market. It elevates your brand story and speaks directly to clients and leading designers in all fields. This is a publication we proudly advertise in every season and happily share in our offices to further develop inspiration.”**

**Sanjay Madha,**  
Vice-President,  
Tiltco Fenestration & Tiltco AP

**“We highly value Designlines’ impeccable attention to detail in their writing; their pieces reflect a commitment to design and to informing their audience about current styles. It is a pleasure that customers are inspired by what they read in the magazine and subsequently visit the showroom to inquire about featured items.”**

**Pier Paolo Bassi,**  
Director, Selene

**“Designlines continues to be an impressive resource to a design savvy audience. ARD Outdoor is proud to be aligned with the Designlines brand. By participating in its pages we’re confidently reaching a target audience that is in search of new concepts and unpredictable designs.”**

**Pamela Davidson Nicholson,**  
Director of Marketing & Sales,  
ARD Outdoor Showroom

**“Designlines is a beautifully curated publication, and one of the best sources of new and innovative architecture, interior, and product design. At RADform, we have really enjoyed our ongoing partnership with Designlines and are grateful for their continuous support and interest in our products and designs. Our collaboration has been very successful due to their great circulation among design professionals and enthusiasts.”**

**Golbou Rad,**  
President, RADform

