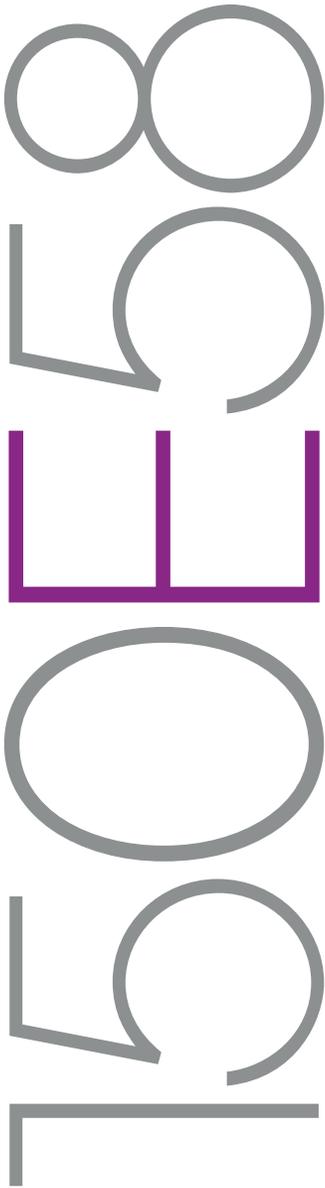


THE MAGAZINE OF THE ARCHITECTS & DESIGNERS BUILDING

# 150E58



2021  
**MEDIA KIT**



**The Architect's & Designers Building at 150 E. 58th St. is New York's Best Address for Kitchen, Bath and Fine Furnishings.**

Launched in Spring 2019, 150E58 is the highly regarded magazine and directory of the showrooms located in the A&D Building.

150E58 inspires architects, designers, and discerning homeowners to shop the finest collection of premium brands to suit any design project all under one roof.

150E58 captures the essence of the showrooms in the A&D Building through visually appealing photography and stories that engage its readers.

As an authority on luxury products for residential and commercial projects, the magazine delivers cutting-edge trend coverage, curated product stories, the latest design voices, and projects from around the world.

# About the Architect's & Designers Building

For more than twenty years, the A&D Building has been New York's ultimate showroom resource featuring New York City's largest selection of luxury kitchen and bath, appliances, cabinetry, tile and stone, wood flooring, custom A/V, carpets, outdoor furniture, lighting, window treatments, and high-end residential and contract furniture.

With nearly 40 showrooms, featuring thousands of distinctive products, the A&D Building offers trade professionals and discerning homeowners the finest collection of premium brands to suit any design project from commercial workspaces and high-end residential to global hotels and restaurants.



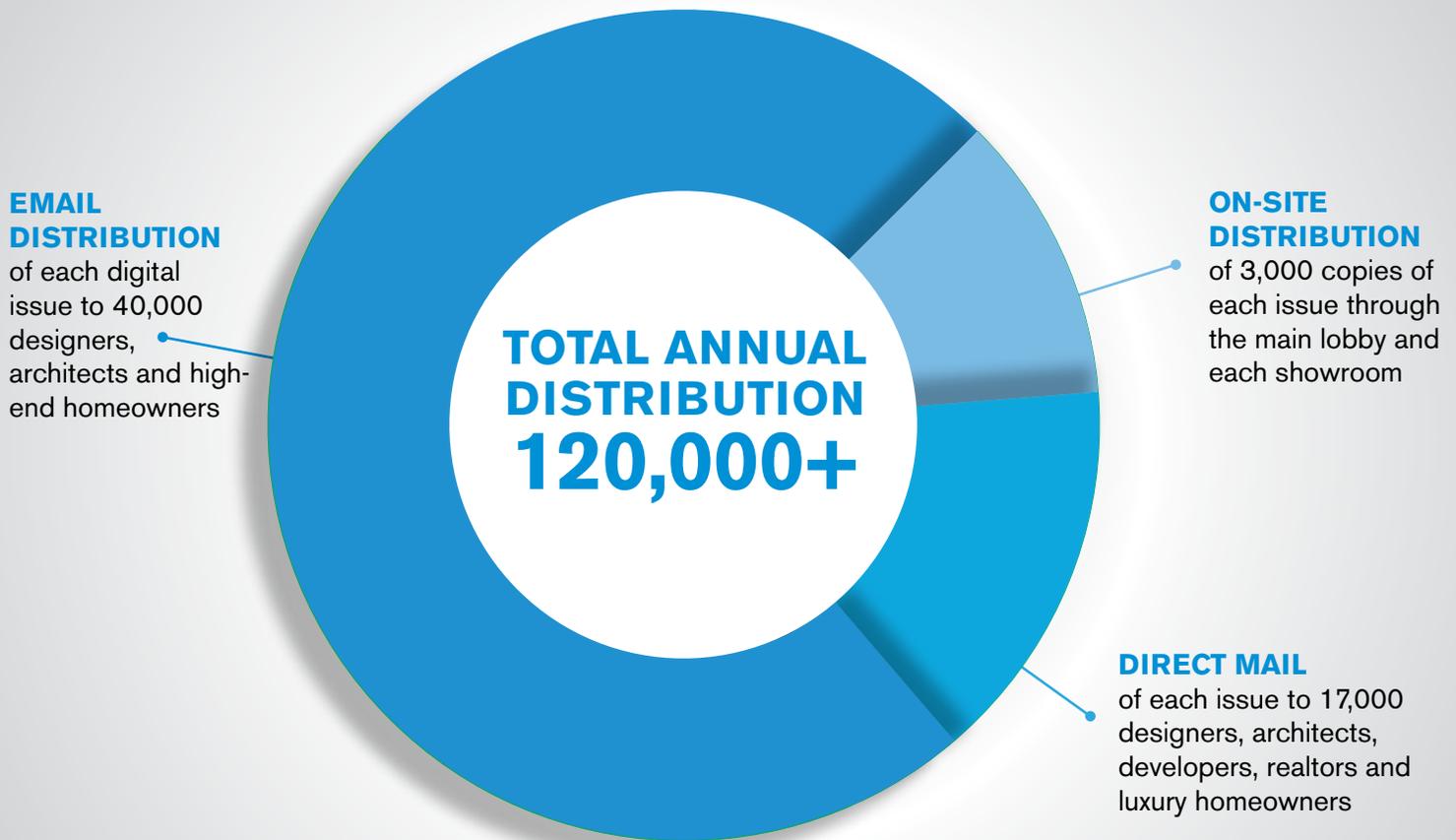
“

**Providing such a necessary set of resources, as it does, it is a one-stop-shop for me. It has long been an iconic destination for the New York world of interior design. Thank heaven for the A&D Building!”**

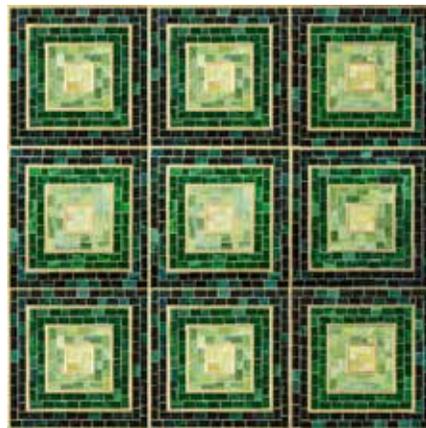
—Alexa Hampton, designer

# 150E58 Reaches the Right Audience

Published twice a year, 150E58 is read by a sophisticated audience of kitchen and interior designers, residential, commercial and hospitality architects, property development executives, realtors and luxury homeowners.



# You're in the Right Company



## 150E58 features the best in luxury advertisers, such as:

Architectural Grill • Audio Command • BauTeam German Kitchen Tailors • Bilotta Kitchens • Bosch • Carlisle Wide Plank Floors • Cosentino Surfaces • Dacor Kitchen Theater • Eggersmann • Ferguson • Fisher & Paykel • Florense USA • Gaggenau • Gurri NYC • Hans Krug • Holly Hunt • J Geiger Shading • Listone Giordano Wood Floors • Middleby Residential | Viking | La Cornue • Ornare • Paris Ceramics • Paula McDonald Design • Poggenpohl • Poliform • Scavolini USA • Sherwin Williams • Siematic • SMEG • Snaidero • St. Charles New York • Studium • Sub-Zero • Thermador • West | Wood Architectural Surfaces • and more

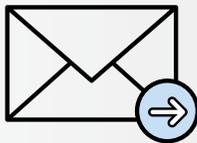
# 150E58 360° Marketing Opportunities

Expose your brand further with digital advertising and on-site events.



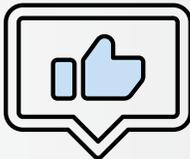
## DIGITAL

- > Online advertising available on 150mag.com
- > Digital editions with interactive links and enhanced advertising options



## EBLASTS

- > Banner ads on dedicated 150E58 issue announcement eblasts and regular A&D Building eblasts to a trade audience of 40,000



## SOCIAL MEDIA

- > Social media campaigns reaching dedicated Facebook and Instagram followers



## EVENTS

- > Event creation
- > Event Sponsorship: Market Day | Fall 2021 Magazine Launch Events

For more information, please contact the A&D Building Marketing Department at [ADMarketing@theMart.com](mailto:ADMarketing@theMart.com)



# 150E58 Editorial Calendar



<b>SPRING 2021</b>	
<b>Ad Commitment Date</b>	1/21/21
<b>Materials Due</b>	1/28/21
<b>Distribution Date</b>	3/9/21

<b>FALL 2021</b>	
<b>Ad Commitment Date</b>	7/22/21
<b>Materials Due</b>	7/29/21
<b>Distribution Date</b>	9/9/21

Payment Due: Upon signing the contract

# 150E58 In Every Issue

## FEATURES



Residential and Commercial Projects Featuring Showroom Products



Company Profiles



Projects from A-List and Emerging Designers

## EDITORIAL SECTIONS



Source Material (Latest Products)



Collaboration Nation (Partnerships)



Shop Talk (Designer Favorites)



Final Take



Showroom Directory

# 150E58 Advertising Rates & Specifications

## DUE DATES

SPRING 2021	
Ad Commitment Date	1/21/21
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FALL 2021	
Ad Commitment Date	7/22/21
Materials Due	7/29/21
Distribution Date	9/9/21

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## RATES

AD TYPE/ POSITION	OPEN RATE (Non-Competing, Non-Tenant Brands)	A&D BUILDING TENANT RATE	FULL YEAR (2X Spring & Fall) TENANT RATE (10% Discount)
Full Page	\$ 3,850	\$ 2,950	\$ 2,655
Two-Page Spread	\$ 7,700	\$ 5,900	\$ 5,310
Back Cover Four	\$ 6,435	\$ 4,950	\$ 4,455
Inside Back Cover Three	\$ 5,200	\$ 4,000	\$ 3,600
Center Spread	\$ 8,580	\$ 6,600	\$ 5,940
Inside Front Cover Two	\$ 5,980	\$ 4,600	\$ 4,140
Page One	\$ 5,395	\$ 4,150	\$ 3,735
Inside Front Cover and Page One (Spread)	\$11,375	\$ 8,750	\$ 7,785
Gatefold	\$11,375	\$ 9,100	\$ 8,190
Premium Gatefold (Off Directory Divider)	\$15,750	\$12,600	\$11,340

## SPECIFICATION CHECKLIST

The most common file pitfalls can be avoided by adhering to the specifications outlined below. Even if you are familiar with the various pitfalls, please take a moment to review this checklist prior to sending in your ad materials.

- All high-res images & fonts must be embedded/linked when the PDF is generated.
- **IMAGES MUST BE CMYK OR GRAYSCALE ONLY AND AT LEAST 300 DPI.**
- DO NOT nest EPS files into other EPS files. Do not imbed ICC profiles within images.
- Total area density should not exceed SWOP 300% Total Area Coverage.
- All image trapping must be included in the file.
- Right Reading, Portrait Mode, 100% Size, No Rotations.
- Trim, Bleed and Center marks 1/2" outside Trim.
- No marks included in the "Live" image area.
- Digital Proof that represents the final digital file.
- For Color Guidance on Press: Digital, Press, or O.-Press proofs that meet SWOP specifications. A 6mm 5%, 25%, 50%, 75%, 100%, C, M, Y, K, patch strip for quality control must be included on the SWOP proof. Proofs that don't meet SWOP criteria will be used for color break only. We recommend that you proof your job at a local service bureau since the color on your monitor will not match the color produced by a web o.set press unless you have a monitor that has been accurately calibrated to SWOP standards.

## SPECIFICATIONS

### FULL PAGE WITH BLEED

8.375" wide x  
10.875" ht  
(With bleed:  
add 1/8" extra  
on all sides)

### TWO-PAGE SPREAD

16.75" wide x  
10.875" ht  
(with Bleed: add  
1/8" extra on  
all sides)

Please send hi-resolution PDF files to Valerie Mangan, [vmangan@aspiremetro.com](mailto:vmangan@aspiremetro.com)  
For advertising inquiries, contact Publisher Janice Browne, [janice@aspiremetro.com](mailto:janice@aspiremetro.com) and  
Associate Publisher Sophia Koutsiaftis, [sophia@aspiremetro.com](mailto:sophia@aspiremetro.com)