

THE MAGAZINE OF THE ARCHITECTS & DESIGNERS BUILDING

DESIGN NYC



MARKET

MEDIA

2024

THE MAGAZINE OF THE ARCHITECTS & DESIGNERS BUILDING DESIGN NYC



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, DESIGN NYC is the highly regarded magazine of the showrooms located in the Architects and Designers Building.

DESIGN NYC is full of stunning inspiration and interior design ideas alongside the best in luxury kitchens, baths, and fine furnishings that the showrooms of the A&D Building have to offer. Each issue is full of cutting-edge trend coverage, curated product stories, internationally recognized design voices, and projects from around the world – from Thomas Keller's French Laundry in California and Jay-Z's Roc Nation offices in NYC to an Upper East Side home from Harry Heissmann in NYC and Zaha Hadid's 1000 Museum in Miami. Readers can learn about Ken Fulk's top 10 entertaining tricks, know what inspires Martyn Lawrence Bullard, and discover favorite finds found in the A&D Building from designers like Leyden Lewis, Alan Tanksley, Lori Weitzner, and many more.

W E E V E R Y I S S U E D I S I N I N



FEATURES



Residential and Commercial Projects
Featuring Showroom Products



Company Profiles



Projects from A-List and
Emerging Designers

EVERY D ISSUE

S N



Shop Talk Designer Favorites

EDITORIAL SECTIONS



Source Material Latest Products



Brooklyn Bohème



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DESIGN NYC features the best in luxury advertisers, such as:

Architectural Grille, Bilotta Kitchens, Bosch, Bonner David Galleries, Carlisle Wide Plank Floors, Corcoran, Cosentino, Dacor, eggersmann, Fantini, Ferguson, Fiberseal Northeast, Fisher & Paykel, Florense, Gaggenau, Gurri NYC, Holly Hunt, Lefroy Brooks, Middleby Residential | Viking | La Cornue, Ornare, The Paint Lab, Paris Ceramics, Paula McDonald Design, Poggenpohl, Poliform, Rocky Rochon, Scavolini, Snaidero, Studium, Sub-Zero, Thermador, West | Wood Architectural Surfaces, and more.

ABOUT A

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.



“

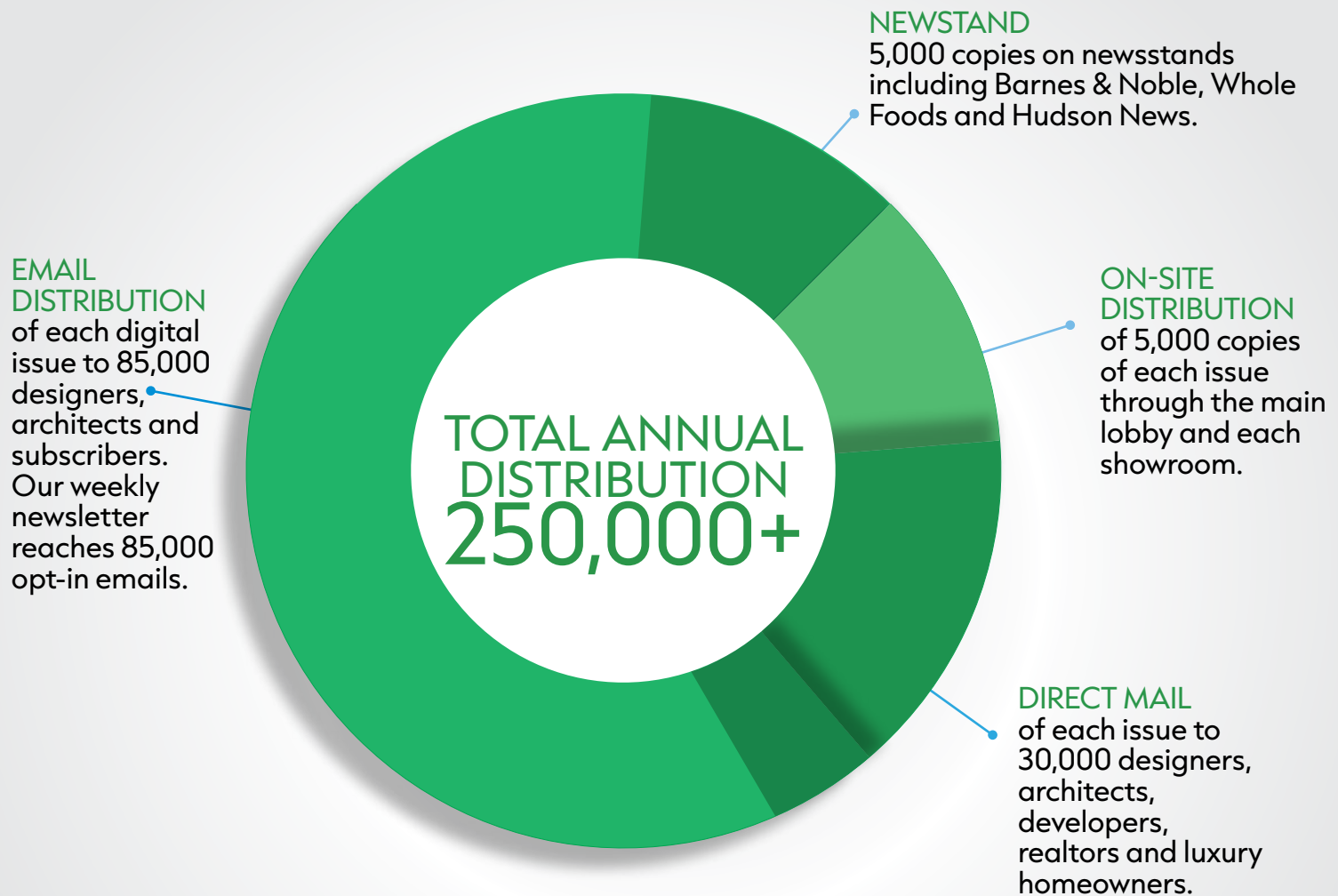
Providing such a necessary set of resources, as it does, it is a one-stop-shop for me. It has long been an iconic destination for the New York world of interior design. Thank heaven for the A&D Building.”

—Alexa Hampton, designer

REACH

THE RIGHT AUDIENCE

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



In addition to the enhanced digital versions of our printed issues available as eMagazines, we also create web versions of all print content that are enhanced for search engines (SEO), social media sharing and on-the-go-viewing. Content on adbuilding.com/magazine is regularly updated with a mix of editorial and native content.

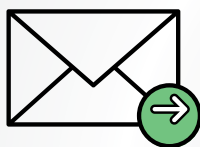
OPPORTUNITIES FOR EVERY MARKETING GOAL

Keep your brand on design minds with opportunities including native content, events, advertising and more.



DIGITAL

Reach our readers via adbuilding.com/magazine—recently reinvigorated with a new look and regularly refreshed with exclusive new stories—via options including digital advertising or native content, which showcases products and events from an editorial point of view. Opportunity for ROS advertisements, rates upon request



EBLASTS

Keep designers and other potential customers informed about your new products and upcoming events via dedicated eblasts or advertising and other content in our regular newsletters that inform readers about fresh content and goings on at Architects & Designers Building. Opportunity for Weekly E-newsletter sponsorship, rates upon request.



SOCIAL MEDIA

Reach the following of the DESIGN NYC social media accounts with campaigns designed to win clicks and garner engagement—linked to your website or native content about your brand.



EVENTS

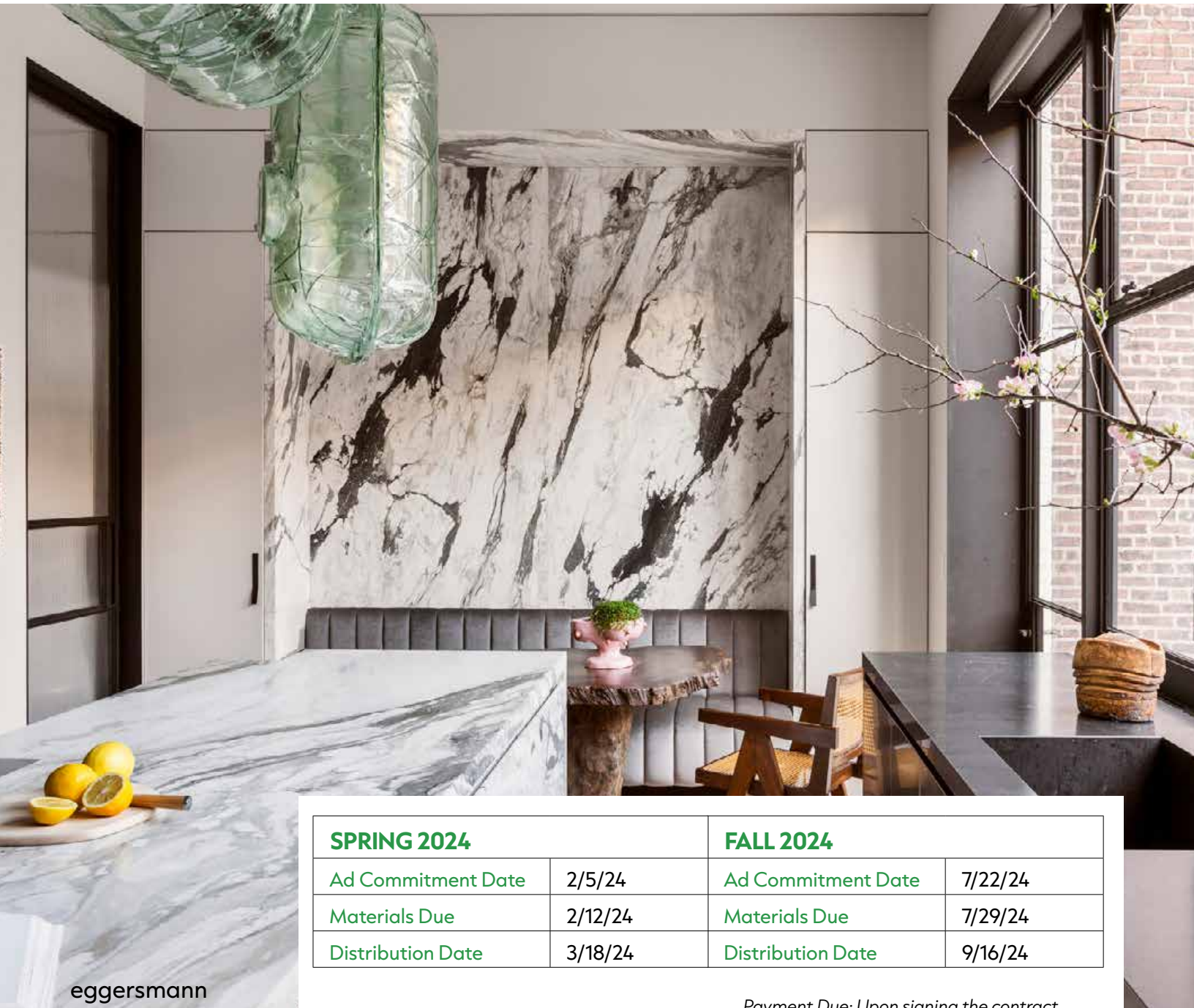
Make sure your message resonates with in-person, virtual or hybrid events. We can offer assistance from planning to execution to programming.

For more information, please contact:

Aspire One Communication
Lauren Stonecipher
lauren.stonecipher@aspiredh.com

Aspire One Communications - Marketing Department
Nancy Ganz
nancy.ganz@aspiredh.com

IMPORTANT DATES



eggsmann

SPRING 2024		FALL 2024	
Ad Commitment Date	2/5/24	Ad Commitment Date	7/22/24
Materials Due	2/12/24	Materials Due	7/29/24
Distribution Date	3/18/24	Distribution Date	9/16/24

Payment Due: Upon signing the contract

RATES

DUE DATES

SPRING 2023		FALL 2023	
Ad Commitment Date	2/5/24	Ad Commitment Date	7/22/24
Materials Due	2/12/24	Materials Due	7/29/24
Distribution Date	3/18/24	Distribution Date	9/16/24

Payment Due: Upon signing the contract

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

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.
- Text safety = .25"
- 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 offset 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, Text
Safety = .25")

TWO-PAGE SPREAD

16.75" wide x
10.875" ht
(with Bleed: add
1/8" extra on
all sides, Text
Safety = .25")

Please send hi-resolution PDF files through, <https://hudsononemedia.sendmyad.com>
For advertising inquiries, contact Publisher Lauren Stonecipher, lauren.stonecipher@aspiredh.com