

THE MAGAZINE OF THE MART SHOWROOMS

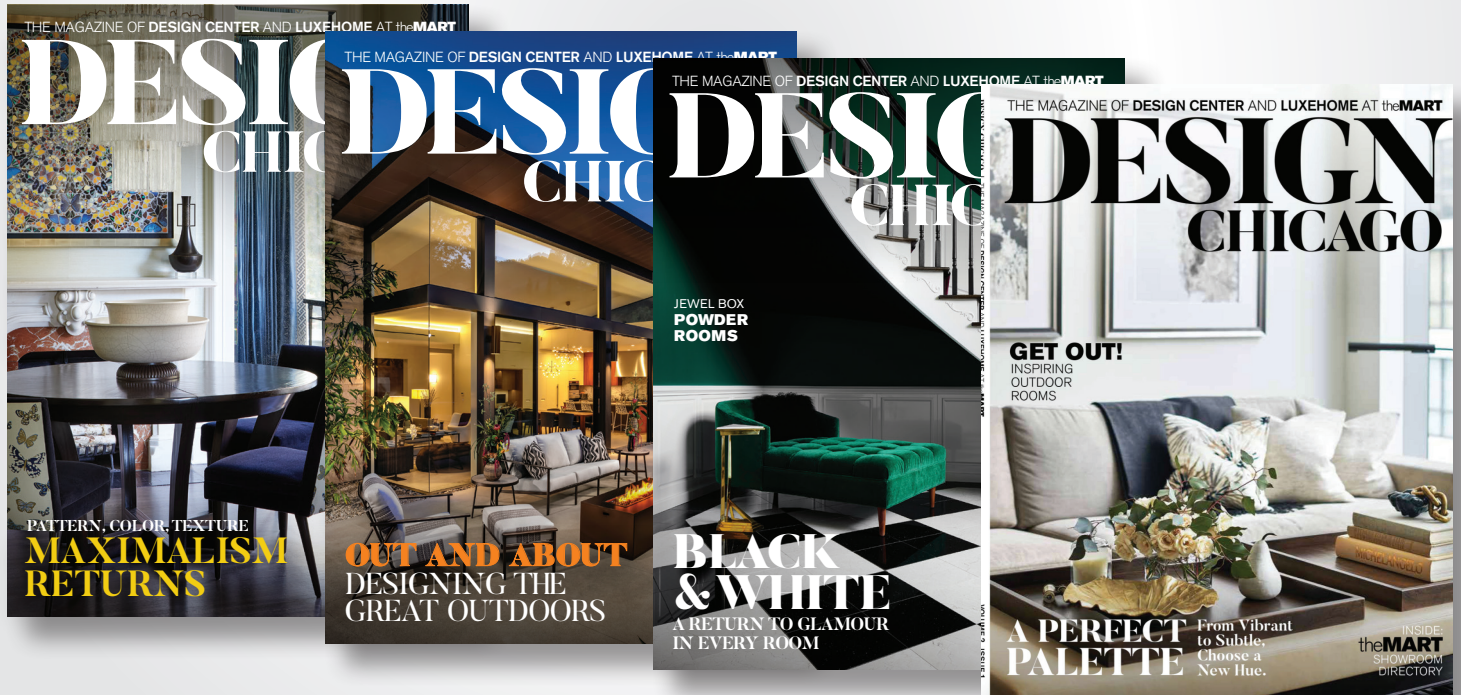
DESIGN CHICAGO



MEDIA KIT
2023

THE MAGAZINE OF THE MART SHOWROOMS

DESIGN CHICAGO



THE SHOWROOMS
of THE MART offer
thousands
of brands under
one roof.

Launched in January 2020, DESIGN CHICAGO Magazine is the highly regarded magazine and directory of THE MART showrooms.

DESIGN CHICAGO inspires architects, designers, and discerning homeowners to shop the finest collection of premium brands to suit any design project.

DESIGN CHICAGO captures the essence of THE MART through visually appealing photography and stories that engage its readers.

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

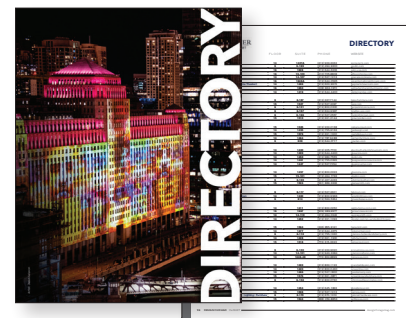
SNZ

**FOUR BRANDS KNOWN FOR
INNOVATION AND STYLE FORGE
NEW DESIGN PARTNERSHIPS**

HUNT SLONEM/KRAVET Artist Hunt Slonem brings his whimsical creations to the home in wallcoverings capturing the nuance of the artist's hand. His charming bunnies and butterflies are joined by a series honoring Queen Elizabeth II, called HM, which comes in bright red and blue, HM Gilt, on a gold ground, and HM Glam, on a silver ground, shown at left. America's 16th President, Abraham Lincoln, also gets his turn in NO. SIXTEEN, which features his portrait layered together like tiles, in bright colors, or in a muted greyscale colorway. kravet.com

EVERY ISSUE IN

EDITORIAL SECTIONS



Showroom Directory



Gallery Featuring Showroom Products



Company Profile



90 DESIGN CHICAGO THE MART

designchicagomag.com

leap of Faith

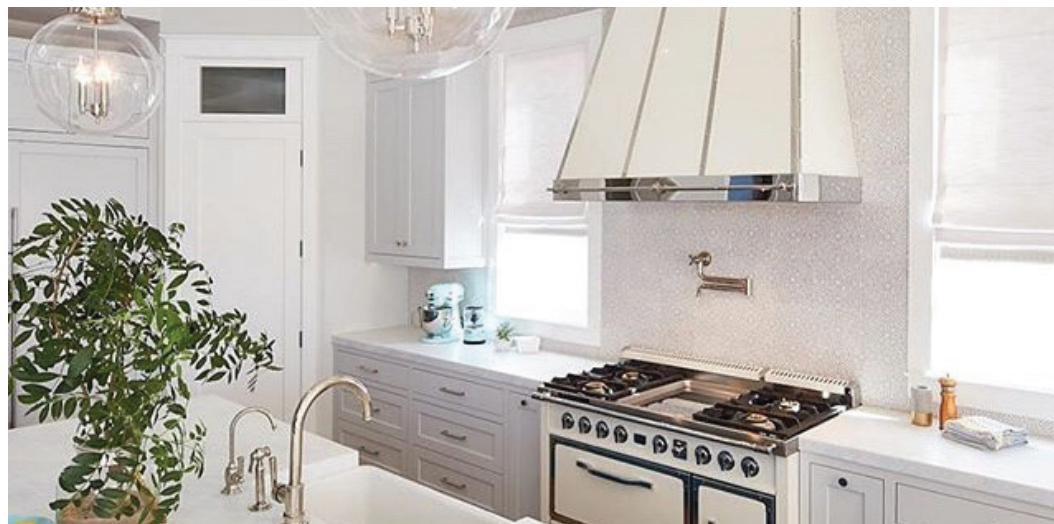
LUXURY CABINETRY DESIGNER EXTRAORDINAIRE
CHRISTOPHER PEACOCK REFLECTS ON HIS ASCENT
AND CONSIDERS HIS FUTURE

WRITTEN BY KAITLIN CLARK



designchicagomag.com

You're in the Right **COMPANY**



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

Alfonso Marina, Anees Furniture Artistic Tile, The Bright Group, Bosch, Carlisle Wide Plank Floors, Dacor Kitchen Theater, David Sutherland, deAurora, Ebanista, Hickory Chair, Holly Hunt, House of Rohl Studio, Middleby Residential | Viking Range | La Cornue, Miele Experience Center, Moen Design Center, New Style Cabinets, ROMO, Sub-Zero, Wells Abott, Wolf and Cove Showroom, Tai Ping | Edward Fields, The Shade Store, Thermador, Zoffany, ... and more

ABOUT

WHY DESIGN CHICAGO MAGAZINE?

Beautiful spaces start at THE MART. DESIGN CHICAGO brings to life the 150+ design showrooms at THE MART—from indoor and outdoor home furnishings to the best in kitchen, bath, and building products. It is the only place in the world where the most luxurious brands all find themselves in the iconic MART Building in Chicago. The projects and features showcased throughout the pages of DESIGN CHICAGO are filled with inspiration from the showrooms and the designers who frequent them.

Trends start at THE MART and are spotlighted in DESIGN CHICAGO, with leaders in the design industry featuring the latest innovations and cutting-edge offerings.

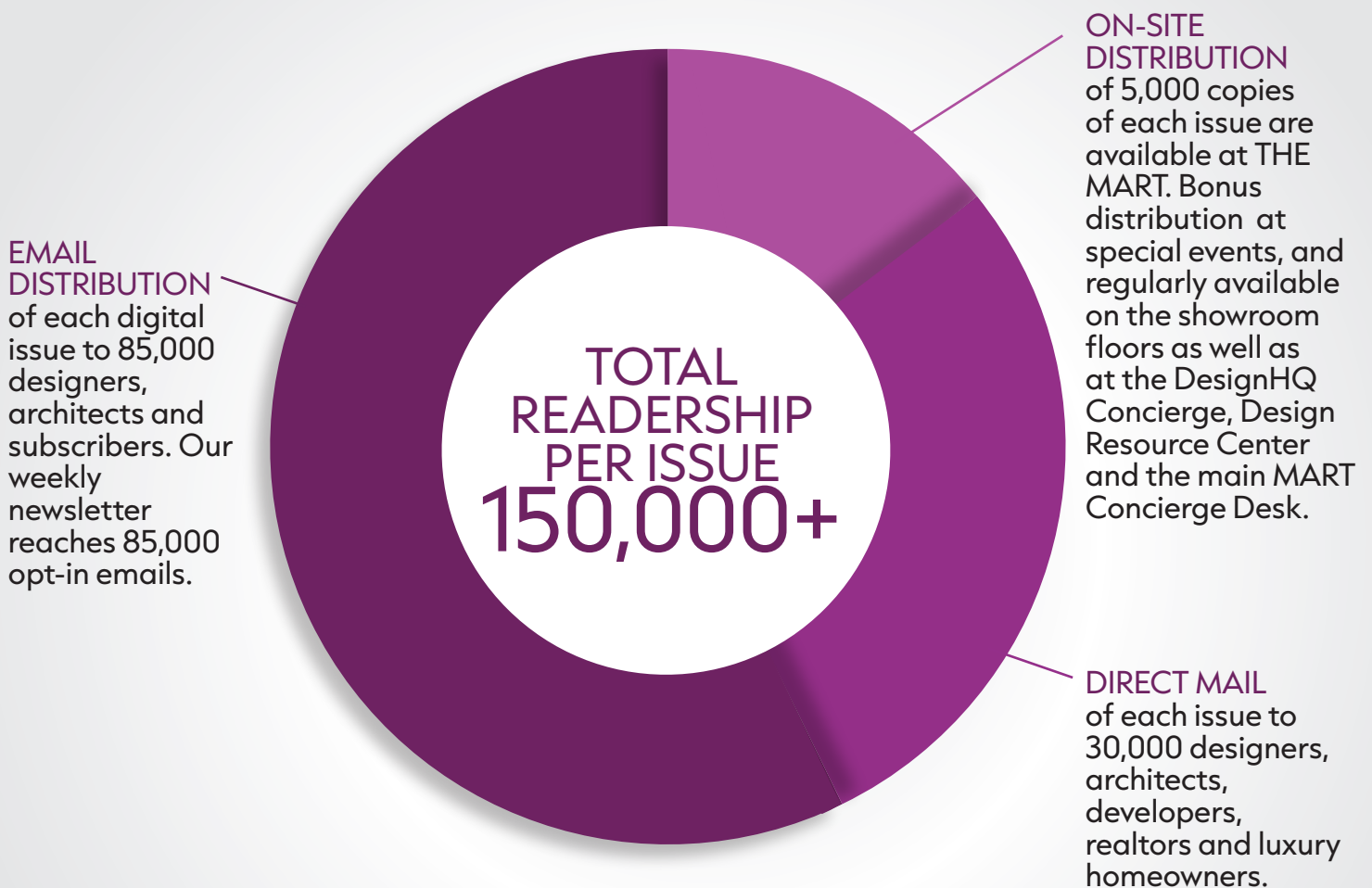
DESIGN CHICAGO is distributed to both design professionals and high-end consumers. THE MART continues to be the ultimate resource for the design community and their clients.



REACH

THE RIGHT AUDIENCE

A sophisticated readership of kitchen and interior designers; residential, commercial and hospitality architects; property development executives; realtors and luxury homeowners look to DESIGN CHICAGO—including two annual print editions, digital communications and regularly-updated content at DESIGNCHICAGOMag.com



In addition to the enhanced digital versions of the printed issues available as eMagazines, web versions of all print content is enhanced for search engines (SEO), social media sharing and on-the-go-viewing. Content on DESIGNCHICAGOMag.com 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 DESIGNCHICAGOMag.com—recently designed 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.



EBLASTS

Keep designers and other potential customers informed about new products and upcoming events with dedicated eblasts or advertising and other content in our regular newsletters that inform readers about fresh content and events at THE MART.



SOCIAL MEDIA

Reach the substantial followings of the social media presences of DESIGN CHICAGO and THE MART with campaigns designed to win clicks and garner engagement—linked to your corporate websites or native content about the brand.



EVENTS

Bringing brands to life with in-person, virtual or hybrid events, such as Design Chicago, NeoCon and many more happening throughout the building. We can offer assistance planning, executing and programming.

For more information, please contact:

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IMPORTANT DATES



SPRING 2023		FALL 2023	
Ad Commitment Date	2/2/23	Ad Commitment Date	7/25/23
Materials Due	2/9/23	Materials Due	8/1/23
Distribution Date	3/20/23	Distribution Date	9/18/23

Payment Due: Upon signing the contract

RATES

DUE DATES

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RATES

AD TYPE/ POSITION	THE MART SHOWROOM CLIENTS	OPEN RATE (NON-COMPETING, NON-TENANT BRANDS)
Full Page	\$ 3,450	\$ 4,350
Two-Page Spread	\$ 6,200	\$ 7,800
Resource Guide Full Page		\$ 3,800
Four-Page Spread	\$ 10,900	
Gatefold	\$ 9,600	
Far Forward Right (First 15% of Book)	\$ 5,100	
Opposite of TOC	\$ 4,650	
C2/Page 1 Spread	\$ 9,350	
C3	\$ 4,800	
C4	\$ 5,450	
Page Preceding First Directory Cover	\$ 4,950	
Page Preceding Second Directory Cover	\$ 4,950	
First Directory Cover Gate Fold	\$ 13,100	
Second Directory Cover Gate Fold	\$ 13,100	
Last page in Magazine (Precedes Directories)	\$ 4,550	

PREMIUM POSITION ADS

are available to THE MART Showroom Clients only, on a first come – first serve basis.

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 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, 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 Janice Browne, jbrowne@hudsononemedia.com