

THE MAGAZINE OF THE MART SHOWROOMS

DESIGN CHICAGO



MEDIAKIT

2024

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

Launched in January 2020, DESIGN CHICAGO is the highly regarded magazine and directory of THE MART showrooms. The pages of DESIGN CHICAGO are filled with inspirational design projects from a Gold Coast apartment by Andrew Howard, to an aerie in the Austrian Alps by international architecture firm, NOA. DESIGN CHICAGO inspires architects, designers, and discerning homeowners to shop the finest collection of premium brands to suit any design project, and features work from nationally- and internationally-acclaimed designers and architects, such as Tom Stringer, Jessica LaGrange, Phillip Harrison, and Scott Simpson. The magazine captures the essence of THE MART through visually appealing photography and stories that engage its readers, and is an authority on the latest trends. DESIGN CHICAGO delivers cutting-edge trend coverage, curated product stories, the latest design voices, and projects from around the world.

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



Gregorius three leather side chairs, and a plush sofa upholstered in Douglas' rich, exotic spiced luxury.

The bedrooms are equally gorgeous—the primary features a tufted bed in a luxurious silk velvet and a lavender floral wallpaper by Brunschwig & Fils. The bathrooms—each Lagrange garnet—sparkles with foam-drenched porcelain, a Callista tub filler, and a custom Soave vanity and tub by Watersheds. The guest

room's moody ambience with wallpaper that mimics the look of a forest. The architect's style, it all belongs, reflects them and the

FEATURES



Residential and Commercial Projects



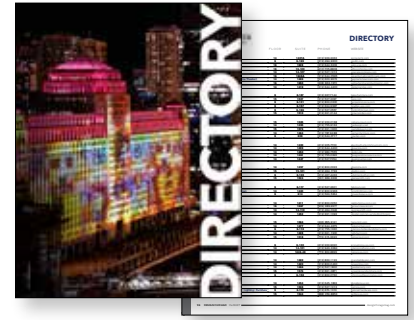
Projects from the Industry's Top Designers and Architects



Hospitality Spotlights

EVERY ISSUE

INS



Showroom Directory

EDITORIAL SECTIONS



Gallery Featuring Showroom Products



Company Profile



IN THE PINK

TRENDS MAY COME AND GO, BUT PINK REMAINS THE DESIGN INDUSTRY'S FAVORITE COLOR.

WRITTEN BY SHELBY WELKER



When Mark Schubert of Philly Harrison Interiors was asked to design a home office for a young couple in Chicago's Logan Square neighborhood, the direction was simple. "All they said was 'pink' and nothing more," the interior designer explains.

With the rise of Barbiecore, everyone is looking at the world through rose-colored glasses these days. However, the design industry has had a long infatuation and the ride the color has played in pop culture far exceeds—going back to Kennedy, the Ramones, and 1970s LGBTQ activism as just a few of history's pink power players.

"We are moving away from the idea that the color pink is childish and embracing it for what it is," they add. "A beautiful, powerful, and genderless hue, ranging from the ichthyoid's pink to the slightly salmon 'at the end of the rainbow' that ruled the 2010s. Finding the right one to suit a space can be a challenge." For Schubert, bright and topologically bold pinks are here to stay—was won in the Logan Square office that they covered in Benjamin Moore's Hot Lips. "Go big and paint an entire room pink or start off small with pink accessories in an area rug," they recommend. "If you have a river, build on it until you are satisfied with the final result."

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, David Sutherland, deAurora, Ebanista, Hickory Chair, Holly Hunt, House of Rohl, Middleby Residential | Viking Range | La Cornue, Miele, Moen, New Style Cabinets, ROMO, Sanderson Design Group, Sub-Zero Wolf and Cove, Wells Abbott, Tai Ping | Edward Fields, The Shade Store, Thermador ... and more

ABOUT

WHY DESIGN CHICAGO MAGAZINE?

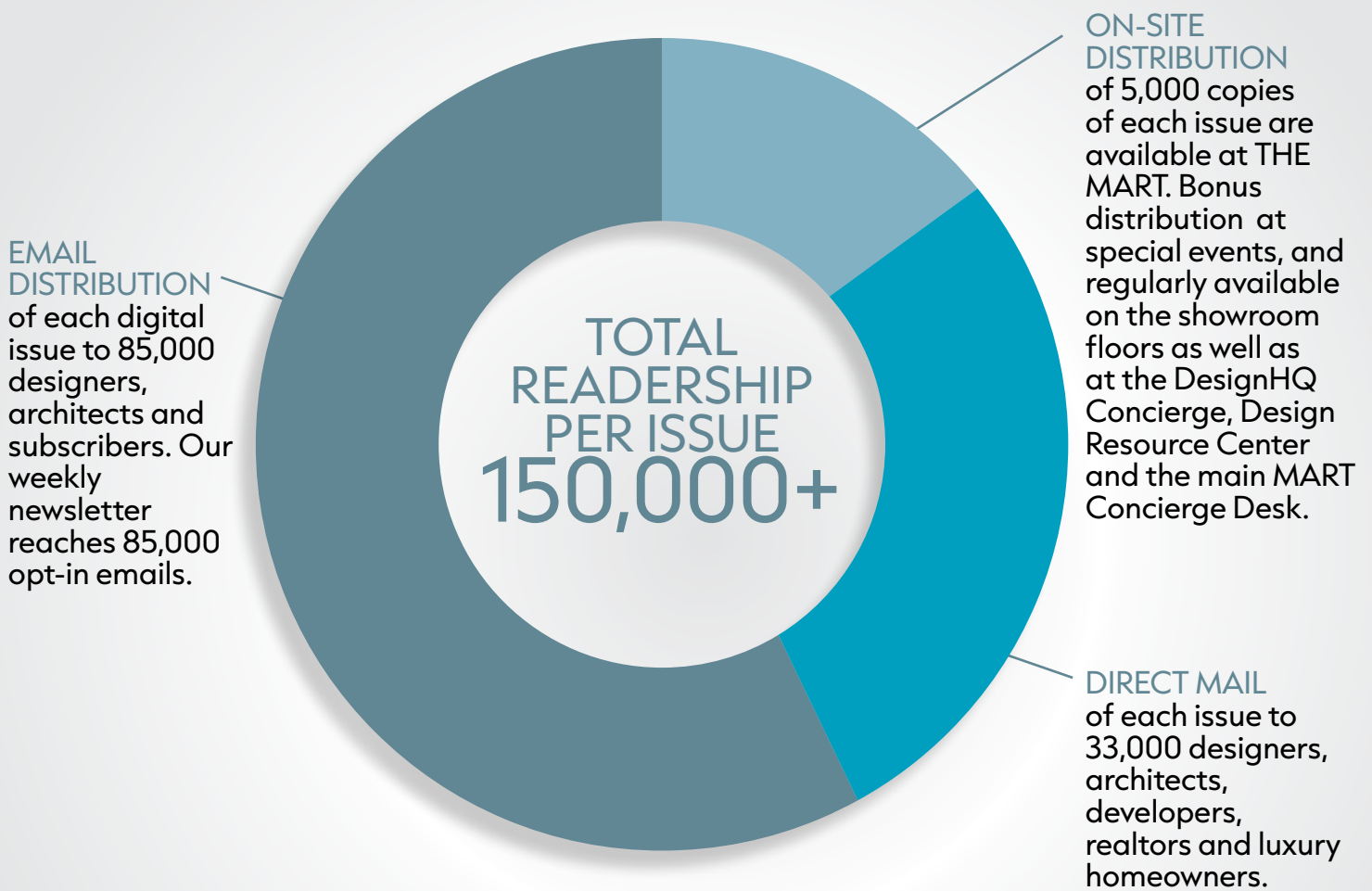
Beautiful spaces start at THE MART. DESIGN CHICAGO brings to life the 250+ design showrooms at THE MART. From indoor and outdoor home furnishings to the best in kitchen, bath, and building products, THE MART brings together the world's most respected brands under one roof, in the iconic Mart Building 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—from color in the kitchen to saturated pink as a design statement on walls, rugs, and art—DESIGN CHICAGO explores the trends with leaders in the design industry, featuring the latest innovations and cutting-edge offerings. DESIGN CHICAGO celebrates THE MART as the ultimate resource for the design community, and is distributed to both design professionals and high-end consumers.



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.

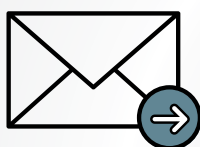
OPPORTUNITIES FOR EVERY MARKETING GOAL

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. ROS advertisements, rates upon request.



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. Weekly E-newsletter sponsorship, rates upon request.



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 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

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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")

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