



design **aspire** home

## Media Kit | 2022

Print | Digital | Podcast | In Person

*seeking the sublime*

# About Us

## ARCHITECTURE



## INTERNATIONAL FEATURE



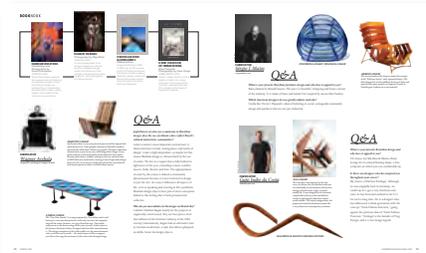
## FEATURE



## GOODS



## ARCHETYPES



## ROUNDUP



## MUSE



**aspire design and home** is seeker and storyteller of the sublime in living. It is a global guide to in-depth and varied views of beauty and shelter that stirs imagination; that delights and inspires homeowners as well as art and design doyens. Collaborating with emergent and eminent architects, artisans, designers, developers and tastemakers, **aspire** creates captivating content that savors the subjects and transports with stunning imagery and clever, thought-provoking writing. Through lush and unique visuals and a fresh editorial lens, **aspire** explores what is new and undiscovered in art, interiors, design, culture, real estate, travel and more. **aspire design and home** is an international narrative and resource for all *seeking the sublime*.

*Amy Sneider*  
Amy Sneider  
EDITOR IN CHIEF

# Editorial



KIOSK DELUXE "BAZAAR" CHAIR



INTERIOR DESIGN HENDRICKS CHURCHILL PHOTO TIM LENZ



ARCHITECTURE ROLAND + BROUGHTON PHOTO JOSHUA MCHUGH



## Established Motifs

### Design + Architecture

Our project features are carefully curated to showcase design and architecture that readers can't find elsewhere.

### Lifestyle

Design reaches every aspect of our lives, which is why we are presenting travel, cuisine, book and art recommendations that tie into our readers' interests.

### Archetypes

Four leading designers join us in every issue to take over our editorial pages and discuss their favorite trends and finds in the design industry.

### Roundups

A collection of our favorite philosophies from leading design professionals, centered around a specific design element.

### Goods

From furniture to fixtures, our editors thoughtfully select each product highlighted in an issue of *aspire design and home*.

### Muse

Recurring column takes a closer, more intimate, look at the artisans crafting the design industry's favorite goods.

### Trends

Individual themes like color and material unify the products and people we celebrate in each edition.

## The Editor

Amy Sneider is the founding editor of *aspire design and home* magazine. From its inception it was important to Sneider to work with emergent and eminent architects, artisans, designers, developers and tastemakers, to present a global guide to in-depth and varied views of beauty and shelter that stirs imagination. Under her artful direction the magazine has grown exponentially, while never straying from its foremost intentions. "*aspire* represents quiet and varied ideas of beauty and shelter," says Sneider. "We like to savor the subjects and the images, with large dedications to their art and talent, to create inspiring conversations."



# 2022 Editorial Calendar



INTERIOR DESIGN JEFF SCHLARB DESIGN STUDIO  
PHOTO AUBRIE PICK



STYLING MARTIN JACOBS  
PHOTO KARL ROGERS



INTERIOR DESIGN PULP DESIGN STUDIOS/DEMETRIOU ARCHITECTS  
PHOTO ADAM ROUSE



INTERIOR DESIGN LAUREN ROSSOUW AND RENÉE ROSSOUW  
PHOTO GREG COX

## Spring 2022

### COLOR ISSUE

Commitment: 1/13/2022

Ad File Due Date: 1/20/2022

Magazine On Sale: 3/15/2022

## Summer 2022

### OUTDOOR LIVING ISSUE

Commitment: 4/15/2022

Ad File Due Date: 4/22/2022

Magazine On Sale: 6/14/2022

## Autumn 2022

### KITCHEN + BATH ISSUE

Commitment: 7/15/2022

Ad File Due Date: 7/22/2022

Magazine On Sale: 9/13/2022

## Winter 2022/2023

### BLACK + WHITE ISSUE

Commitment: 10/14/2022

Ad File Due Date: 10/21/2022

Magazine On Sale: 12/13/2022



# Demographics

## **Our Readers**

Average Age: 47  
Female: 71% | Male: 29%  
Married: 68%  
College Degree: 71%  
Post Graduate Degree: 32%  
Average Net Worth: \$2,250,000  
Average Household Income \$375,000  
Average Home Value: \$1,450,000  
Percentage Owning 2+ Homes: 43%

## **Where They Spend**

Remodeling job: 75%  
Real Estate purchase: 14%  
Average amount spent on remodel: \$500,000+  
Average spent on kitchen remodel: \$250,000+  
Average spent on bathroom remodel: \$75,000+  
Average spent on architect/builder/contractor: \$400,000+  
Average spent on home purchase: \$1,700,000+

## **Trust Factor**

Takes an action from reading: 80%  
Saves, earmarks or clips ads: 43%  
Researches advertisers: 55%  
Researches a promoted product: 63%

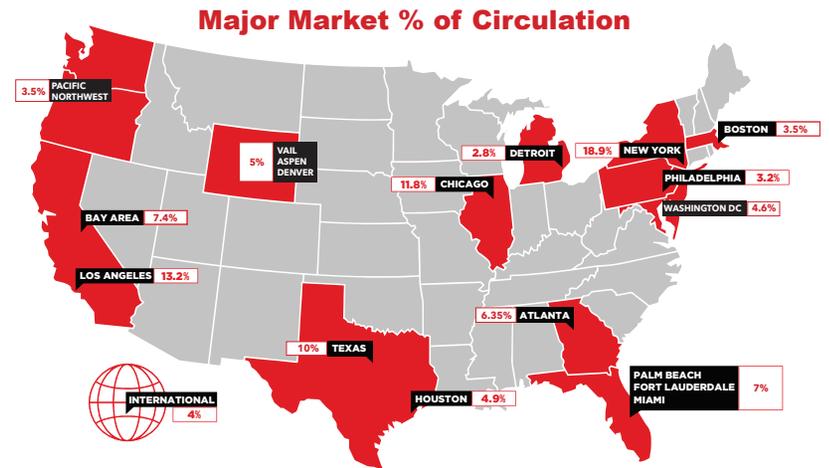
## **How They Engage**

Read every issue: 62%  
Read 3 of 4 issues: 73%  
Median time spent reading: 65 minutes

# Strategic Circulation

aspire's distribution strategy is highly targeted and unique, placing the magazine in the qualified hands of affluent design enthusiasts, industry events and show house attendees, and A&D trade.

Printed Copies **329,844**  
 Digital Issues Downloads **52,404**  
 Combined Print & Digital **382,248**  
 Total Readership **877,014\***  
\*2.5 Readers per printed copy



## STRATEGIC DATABASE

- High Networth Readers
- Paid Subscribers
- Architects
- Interior Designers
- Kitchen & Bath Designers
- Realtors
- Developers
- Luxury aircraft and yacht owners

## STRATEGIC NEWSSTAND

\$12.95 cover price

### PLACEMENT STRATEGY:

- 1,500+ airport newsstands U.S. and international, (London, Paris, Milan)
- 350+ Whole Foods
- 600+ Barnes & Noble stores
- 1,500+ destination newsstands in key U.S. markets

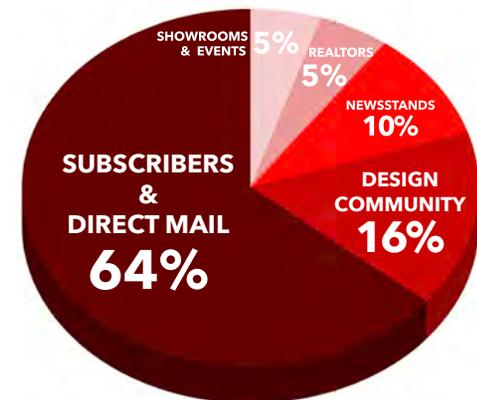
## PREMIUM DISTRIBUTION

- FBO Networks\*
- In-room placement in world-class Hotels and Resorts
- aspire Events
- Industry Events
- Design Showrooms
- Galleries

## PLUS: BONUS DIGITAL DISTRIBUTION

Bonus digital editions sent to **aspire design and home** email database.

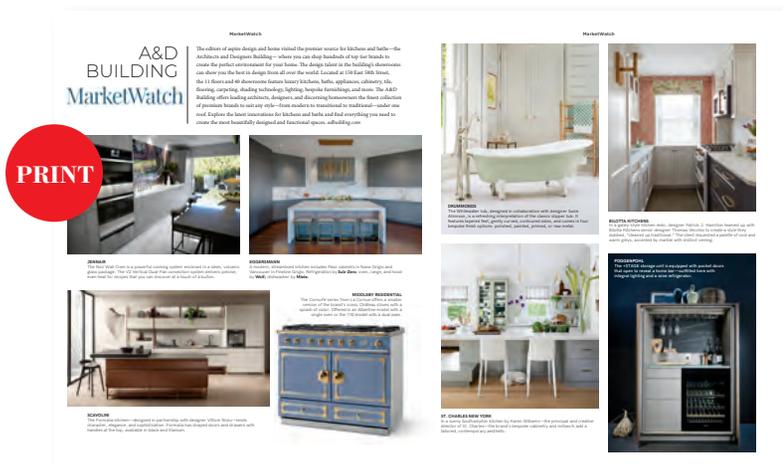
## Distribution Breakdown



# MarketWatch

## INTRODUCING MARKETWATCH

Keeping your eye on the industry – and keeping the industry’s eyes on your products – can be time consuming and expensive. So, we created an up-to-the-minute “design fair” in our print and digital pages, where you can present the latest and greatest from your brand in multiple key ways:



**PRINT**

**PRINT**  
Up to 2 images for a HALF PAGE  
and up to 4 images for a FULL PAGE

**PRINT MARKETWATCH**  
Showcase your product with a full page of text and images that’s almost indistinguishable from our editorial coverage. Offer readers the chance to explore your line to its limits by presenting a variety of images or let them zoom in on one great new offering with a sumptuous full page photo. A carefully-crafted text description also helps your product pop.



**UP TO 10 PHOTOS**  
**80 TO 100 WORDS**

**ONLINE**  
Up to 10 photographs  
and 80 - 100 words

**MARKETWATCH ONLINE**  
There’s only room for a handful of MarketWatch pages in each issue of *aspire design and home*, but MarketWatch partnership keeps going online. We’ll help you feature up to eight images and 300 words that showcase your product to our curated audience of designers, industry insiders and true design enthusiasts – giving them a reason to choose your quality craftsmanship when comparison shopping.



**IN WEEKLY NEWSLETTER**

**WEEKLY PROMOTION (E-Blast)**

**WEEKLY PROMOTION**  
We don’t wait for our MarketWatchers to come to us. Your MarketWatch partnership can also go directly to them in our weekly *aspire* newsletter. Readers look forward to spotting design industry trends, innovations and solutions. Along with that comes additional opportunity to showcase your product as readers plan their next projects.



# Platforms



Along with our presence across all major social media platforms, our website allows us to interact with our highly engaged audience on a daily basis. From international design inspirations, to local makers' stories, we're using our digital platform to meet the needs of all design enthusiasts.

[aspiredesignandhome.com](http://aspiredesignandhome.com)



We bridge design communities across the country through the promotion and coverage of our **Aspire Design Tour** programming. Each cutting-edge educational and networking event starts here.

[aspiredesigntour.com](http://aspiredesigntour.com)



A dedicated space for readers to explore **aspire** sponsored **DESIGNER SHOW HOUSES**. Designer profiles, exclusive Show House photography, and **Shop the Show House** features that highlight the unique talent and products that go into each Show House.

[aspireshowhouse.com](http://aspireshowhouse.com)

# Digital Offerings

With so many ways to reach potential clients online today, it's easy to become overwhelmed. Don't be. Mix and match from the wide variety of digital outreach opportunities below.

## CUSTOM CONTENT

Text and images you've provided will be included on the **aspire** Home Page Carousel (at our discretion) and shared once on **aspire's** Facebook and Pinterest.

Average Monthly Page Views: 2M+  
Average Monthly Social Media Impressions: 335K+

## SOURCEBOOK

Your company listing – including name, up to 5 locations, social media links, company overview, photo gallery and Google maps links – in our invaluable resource.

Monthly Page Views: 186K

## SPONSORED E-BLAST

A one-time e-blast to our eager audience, including an image and text you've provided with a hyperlink.

Average Open Rate: 22.43%  
Average Click Rate: 9%  
Total List: 120K

## ALL DIGITAL OFFERINGS

Native Content

### Social

Facebook Post  
Instagram Post  
Instagram Story  
Instagram Story Takeover

### Ad Placements

E-Newsletter Ad  
Sponsored E-Blast  
Leaderboard Ad  
Square Rectangle Ad  
Tall Rectangle Ad

### Other

LookBook  
SourceBook  
MarketWatch  
"Curated Chill" Podcast

Rates available upon request.

## LOOKBOOK

Your product's name, description, photography, hyperlink to product site, and one-time sharing on **aspire's** Facebook and Pinterest.

Monthly Page Views: 205K

## MARKETWATCH

Your product or brand highlighted with images and text you've provided, formatted as part of our trend-forward MarketWatch presences – print, digital, and e-blast.

## CURATED CHILL PODCAST

Options may include conversation with your brand representative, discussion of your product or brand or more traditional ad copy – depending on your preferences.

**550,000+**

Average Monthly Visitors

**2.5M+**

Average Monthly Page Views

**21**

Number of Pages/Session

**1,000,000+**

Average Monthly Social Media Impressions

**50%**

Age 25-44

**71%**

Age 25-54

# Digital Packages

## PACKAGE #1

### STORY TELLING FOR YOUR BRAND

Storytelling is central to why consumers make decisions. It's how they picture your brand fitting into their own stories and how they imagine themselves showing off their new purchase to friends. It's an invitation to participate in a lifestyle that extends far beyond themselves. Nobody succeeds like **aspire** at showing readers how your brand fits into their lifestyle – and making sure it's on their mind when making purchasing decisions. This package includes:

✔ (1x) Piece of Native Content – either supplied by the client or developed by the aspire editorial team – optimized for maximum attention and featured on *aspiredesignandhome.com*.

\*Option of client supplied or developed by the aspire editorial team  
Net Value: \$10,000

✔ (1x) Instagram Post promoting your content.  
Net Value: \$3,000

✔ (1x) Facebook Post promoting your content.  
Net Value: \$2,000

✔ (1x) 14-day Advertisement on *aspiredesignandhome.com* homepage.  
Net Value: \$6,000

**Total Value: \$20,000**  
**Package Cost: \$12,000**

## PACKAGE #2

### PRODUCTS WE LOVE

Everyone loves a great recommendation, and there's none greater than being among the "Products We Love." Curated by **aspire** editor and design royalty Samantha Emmerling, this feature reaches a curated list of over 55k interior design professionals every month. Our audiences turn to "Products We Love" to keep up with what's on-trend and which must-have products should be on their lists right now. Here's what comes as part of this neatly-wrapped package:

✔ Product Feature on the **aspire design and home** website in our exclusive designer product resource, LookBook.  
Net Value: \$3,000

✔ (1x) This item featured in the "Products We Love" section of our weekly **aspire design and home** newsletter, including image, description and a link to your product in our LookBook.  
Net Value: \$6,000

✔ (1x) Sharing of your product on **aspire's** Pinterest.  
Net Value: \$1,500

**Total Value: \$10,500**  
**Package Cost: \$7,000**

## PACKAGE #3

### BRAND MEET-AND-GREET

When it comes time to make a major purchase, designers and decor enthusiasts tend to buy the brands they know. So, we've arranged a perfect way to introduce your brand to our desirable audience of interior design professionals and affluent consumers. We know they turn to **aspire design and home** in print, on the web and on social media. Here's how this package makes sure they see you there:

✔ (1x) Listing among the top brands in our invaluable industry compendium, SourceBook.  
Net Value: \$6,000

✔ (1x) Item in our perfect product showcase LookBook, which includes photography and a description of your product, a hyperlink to purchase or get more information, and one-time sharing on **aspire's** Facebook and Pinterest accounts.  
Net Value: \$3,000

**Total Value: \$9,000**  
**Package Cost: \$5,000**

design **aspire** home

*2022 Media Kit*

# CURATED CHILL

HOSTED BY  
JOSH COOPERMAN



Pop in those earbuds.  
It's time for your  
favorite new podcast.

# CURATED CHILL

THE *aspire design and home* PODCAST

# Curated Chill

**Pop in those earbuds.** It's time for your favorite new podcast: Curated Chill.

## WHY PODCAST NOW?

Podcasts are huge—forecast to be a billion dollar market by 2021. Tech platforms like Spotify and Apple Podcasts are making it easier than ever for listeners to connect with new podcasts that match their interests. And—with 55% of the US population listening to podcasts and nearly half of all those listeners taking home a salary of more than \$75k per year. That's plenty of upscale ears you can be reaching while listeners enjoy podcasts as they exercise, commute and accomplish household tasks.

## WHY CHOOSE A PODCAST PARTNERED WITH ASPIRE DESIGN AND HOME?

Podcasts connected to a trusted brand invariably benefit from the exposure. We can excite listeners about it via print and digital messaging on a variety of content platforms. What's more, the aspire design and home name opens doors—allowing us to offer exclusive looks inside showhouses, design fairs and the lives of working designers. Further, we bring our carefully curated audience of working designers, industry insiders and consumers with a demonstrated interest in buying the best.

## WHY CURATED CHILL?

Because we've got great taste, but we're totally cool about it.

What makes us stand out on the podcast scene? First of all, our host Josh Cooperman is a master interviewer, adept at getting the best out of guests in both short and long form conversations—and he boasts a wealth of design knowledge.

But just as importantly: our guests. Sure, we dish with major industry influencers, but for the Curated Chill team, the work comes first. So we'll introduce listeners to both a diverse array of design word voices shaping the design of today and tomorrow. And we'll meet design journalists with unique perspectives from covering the trends and personalities making splashes on the scene.

*Curated Chill is the ideal partner for your brand. Continue on for exciting specifics about how we can spotlight your offerings.*

# Offerings

## What does Curated Chill offer our valued advertising partners?

There are a variety of ways we can seamlessly incorporate messaging about your products and services, designed to offer the right audience connection.

### TRADITIONAL ADVERTISING

Ready to roll? We can play your existing commercial messaging at the top, middle or end of the show.

### THANKS AND LINKS

At the beginning and end of each episode, we thank our premium sponsors for making Curated Chill possible—referring listeners to our web presence for more info. Each episode will then have a home on our blog, where it will be annotated with helpful avenues to more info about topics discussed—and links to sites of our sponsors' choosing.

### SOCIAL MEDIA

As part of our robust promotion of the show via social media, we will create posts for each episode featuring an exclusive Curated Chill clip, including a video montage showcasing sponsor logos. These will be customized by platform and featured on Instagram, LinkedIn, Facebook and beyond.

### CONTENT YOU CAN USE

When we put together custom content for your brand, we'll provide what you need to feature it on your web presences and social media. Have specific ideas about how you're planning to share? We can adjust content to fit your needs.

### BRAND SPOTLIGHT

Brand Spotlight partners will receive a custom branded interview with an executive or designer representing your brand - recorded both in audio for the podcast and video for a dedicated social post. These will exist as part of a regular "Brand Spotlight" segment, which our listeners will anticipate and enjoy.

### TITLE SPONSORSHIP

Want to pull more focus? For a 52-week commitment, your position as Title Sponsor will entitle you to all the above offerings—in addition to a special message crediting your brand as our show's presenter and offering a brief brand approbation, e.g. "Curated Chill, the aspire design and home podcast, is presented by [YOUR BRAND], offering superior performance and world-class service."

### SEGMENT SPONSORSHIP

Looking to promote a topic—such as art, charitable initiatives, food and beverages, furniture, accessories or awards? We can create a custom five-minute segment on the subject of your choice, which we can then run in either one or multiple episodes, depending on your preferences and financial commitment.

### LIVE BROADCAST SPONSORSHIP

Looking to spotlight your presence at a major design event? We can create a podcast live from the floor and turn it around to listeners ASAP, amplifying your investment and giving attendees reasons to seek out your brand representatives. This would be a full podcast episode showcasing your brand, but it will also complement other podcast coverage of the event—making sure your presence stands out among audiences excited to attend.

*Curated Chill is dedicated to finding the right showcase for your brand, promoting custom content enthusiastically, and providing all the necessary tools for you to continue to use that content however it best serves you.*

# Offerings À La Carte

## THANK YOU MENTION

To run at the start and end of the episode, e.g. “Thank you to our podcast sponsors, [name would go here] for your partnership. For more information about our podcast partners, visit [aspire metro dot com slash curated chill.](http://aspiremetro.com/curatedchill)”

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RATE	\$ 2,000 PER 4 EPISODES <i>(Minimum 4-episode purchase)</i>
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## INSTAGRAM TV/REEL AUDIO CLIP

Branded audio clip under a video montage featuring your logo and a clip from your episode. aspire is releasing four podcast sponsored mentions per week.

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RATE	\$1,200
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## LINKEDIN VIDEO POST

LinkedIn video post on aspire design and home page.

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RATE	\$700
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## FACEBOOK VIDEO POST

Facebook video post on aspire design and home page.

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RATE	\$700
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## BLOG POST

Blog post on [aspiredesignandhome.com](http://aspiredesignandhome.com) featuring your episode with brand partner mention and link back to your preferred site.

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RATE	\$1,500
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## LIVE PODCASTS (BROADCASTS)

Live podcast record live from event or showroom. Then a dedicated podcast episode featuring content from your event.

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RATE	\$3,500
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## BRANDED SEGMENT

Five-minute custom segment around a partner and a specific topic.

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RATE	\$1,500
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## TITLE SPONSOR

52 week commitment, to receive all of the above and be mentioned in each episode, “Curated Chill, the aspire design and home podcast is presented by [YOUR BRAND].”

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RATE	\$11,000
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## CUSTOM BRANDED INTERVIEW WITH BRAND PARTNER

Executive or designer which will be recorded in audio (podcast interview) and video for dedicated social post. Placed into a segment called “Brand Spotlight.”

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RATE	\$2,500
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*All brand partners will receive copies of branded content for distribution to their sites.*

# ASPIRE DESIGN TOUR

## In person & Online

**aspire design and home** is seeker and storyteller of the sublime in living. Presenting exceptional in-person experiences worldwide is purposefully and passionately woven into the very fabric of our mission. Because connecting directly with our community enables us to further discover as well as celebrate the sublime in living. To that end, we produce meaningful live events that enlighten and encourage the creative spirit within us all.

**ASPIRE DESIGN TOUR** offers a combination of cutting-edge educational and networking events to design professionals and design enthusiasts across the country. Collaborating with both regional and national fine home design and furnishing brands, **ASPIRE DESIGN TOUR** delivers unique and fully complementary programming featuring prominent and highly published designers, lifestyle experts and influencers. From panel discussions and CEU courses to consumer incentives, **ASPIRE DESIGN TOUR** offers something special for everyone seeking the sublime in living.



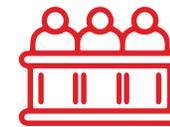
EARN CEU  
CREDITS



NETWORKING  
EVENTS



ENGAGING  
WORKSHOPS



PANEL  
DISCUSSIONS

# Ad Rates & Specifications

## NATIONAL AD RATES\*

Ad Size	1x	2x	4x
<b>C2 Gatefold</b>	\$39,300	\$37,300	\$36,800
<b>C2 &amp; Page 1 (Spread)</b>	\$30,625	\$29,700	\$28,950
<b>C4 Back Cover</b>	\$18,250	\$17,200	\$16,960
<b>C3 Inside Back Cover</b>	\$16,740	\$16,100	\$15,450
<b>2 Page Spread</b>	\$24,840	\$24,300	\$23,220
<b>Full Page</b>	\$14,365	\$13,825	\$13,285

\*All rates listed are net.

**MarketWatch** Rates on Request

**Curated Chill Podcast** Rates on Request

## PRINT-READY AD SUBMISSIONS

Send your hi-resolution PDF ad file (up to 10 MGs) to:  
Shawn Lowe  
[shawn.lowe@aspiremetro.com](mailto:shawn.lowe@aspiremetro.com)

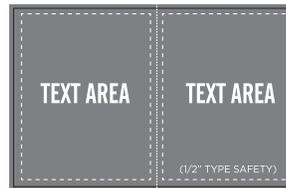
Files larger than 10 MGs can be uploaded our FTP site:  
[www.aspireone.wetransfer.com](http://www.aspireone.wetransfer.com)

Any questions please call the Art Department:  
**845-534-6110**

ALTERATION FEE There is a minimum \$250 Alteration Fee for ads not provided per the size specifications.

## AD SPECIFICATIONS

**MAGAZINE TRIM SIZE: 9" w X 10.875" ht**



**2 PAGE SPREAD**  
18.5" wide x 11.125" ht  
INCLUDES 1/8" BLEED

(PLEASE ALLOW FOR  
1/2" TYPE SAFETY)



**FULL PAGE**  
9.25" wide x 11.125" ht  
INCLUDES 1/8" BLEED

(PLEASE ALLOW FOR  
1/2" TYPE SAFETY)



**FULL PAGE**  
(NO BLEED)  
8" wide x 9.8" ht

## 2022 PRODUCTION SCHEDULE\*

**Spring 2022**  
**COLOR**  
ISSUE

Commitment: 1/13/2022  
Ad File Due Date: 1/20/2022  
Magazine On Sale: 3/15/2022

**Summer 2022**  
**OUTDOOR**  
**LIVING**  
ISSUE

Commitment: 4/15/2022  
Ad File Due Date: 4/22/2022  
Magazine On Sale: 6/14/2022

**Autumn 2022**  
**KITCHEN**  
**+ BATH**  
ISSUE

Commitment: 7/15/2022  
Ad File Due Date: 7/22/2022  
Magazine On Sale: 9/13/2022

**Winter 2022/2023**  
**BLACK**  
**+ WHITE**  
ISSUE

Commitment: 10/14/2022  
Ad File Due Date: 10/21/2022  
Magazine On Sale: 12/13/2022

\*ALL DATES AND THEMES SUBJECT TO CHANGE WITHOUT NOTICE

## aspire design and home can create an ad for you.\*

**SINGLE PAGE**  
Design Fee \$395 per insertion

**TWO PAGE SPREAD**  
Design Fee \$595 per insertion

### FOR AD CREATION, PLEASE PROVIDE THE FOLLOWING:

- High-res images must be a minimum of 300 DPI at final size. Do not re-sample and/or stretch a file larger than the its original file.
- If font needs to be emailed they must be compressed and submitted as either an Open Type Face (OTC).
- Images must be supplied in JPG or TIFF format in CMYK.
- Logos are preferred in EPS format in CMYK.
- If an image needs to be converted to CMYK, aspire design and home will not be responsible for color reproduction.
- No spot color.

\*All ads created by aspire design and home are for aspire design and home usage only. An additional fee of \$1,000 will be charged to use ad file outside of aspire design and home magazine.



design **aspire** home & HUDSONONE MEDIA LLC

## Partners since 2020

From strategy to distribution, our team of writers, editors, digital experts, designers, and project managers partner with influential companies to create consumer and industry-specific branded magazines, digital content, and innovative events.

In addition to **aspire design and home**, HudsonOne Media brands include Galerie, Cambria Style, 150E58 and Design Chicago.

