

The background is a vibrant, abstract composition. It features a dense arrangement of organic, wavy shapes in various shades of blue, from deep navy to bright cyan. Interspersed among these blue forms are areas of bright pink and orange, which appear to be layered or cut out, creating a sense of depth and movement. The overall effect is reminiscent of a microscopic view of a cell or a complex, fluid landscape.

# SURFACE

2021  
MEDIA KIT



# OVERVIEW

WHO WE ARE	3
WHAT WE DO	4
AUDIENCE	6
DIGITAL INFLUENCE	7
PORTFOLIO	9 – 32
CASE STUDIES	33 – 41
CONTACT	42





## SURFACE

## WHO WE ARE

Surface is an innovative content studio and media platform that looks at the world through the lens of design. We create **best-in-class content** that champions the fields of architecture, art, design, fashion, travel, and everything in between.

**We believe the power of design shapes the world around us.** We value boldness, imagination, and original thinking. **We celebrate craftsmanship and creativity.** Resourcefulness, agility, and pragmatism are the guiding principles we abide by. We believe in developing meaningful products worthy of our discerning audience and innovative clients. **We are devoted to deep, nuanced storytelling** that delves into the design industry's foremost thinkers and their creative process, and the fabrication of the material things we encounter every day, from buildings to bags.





## SURFACE

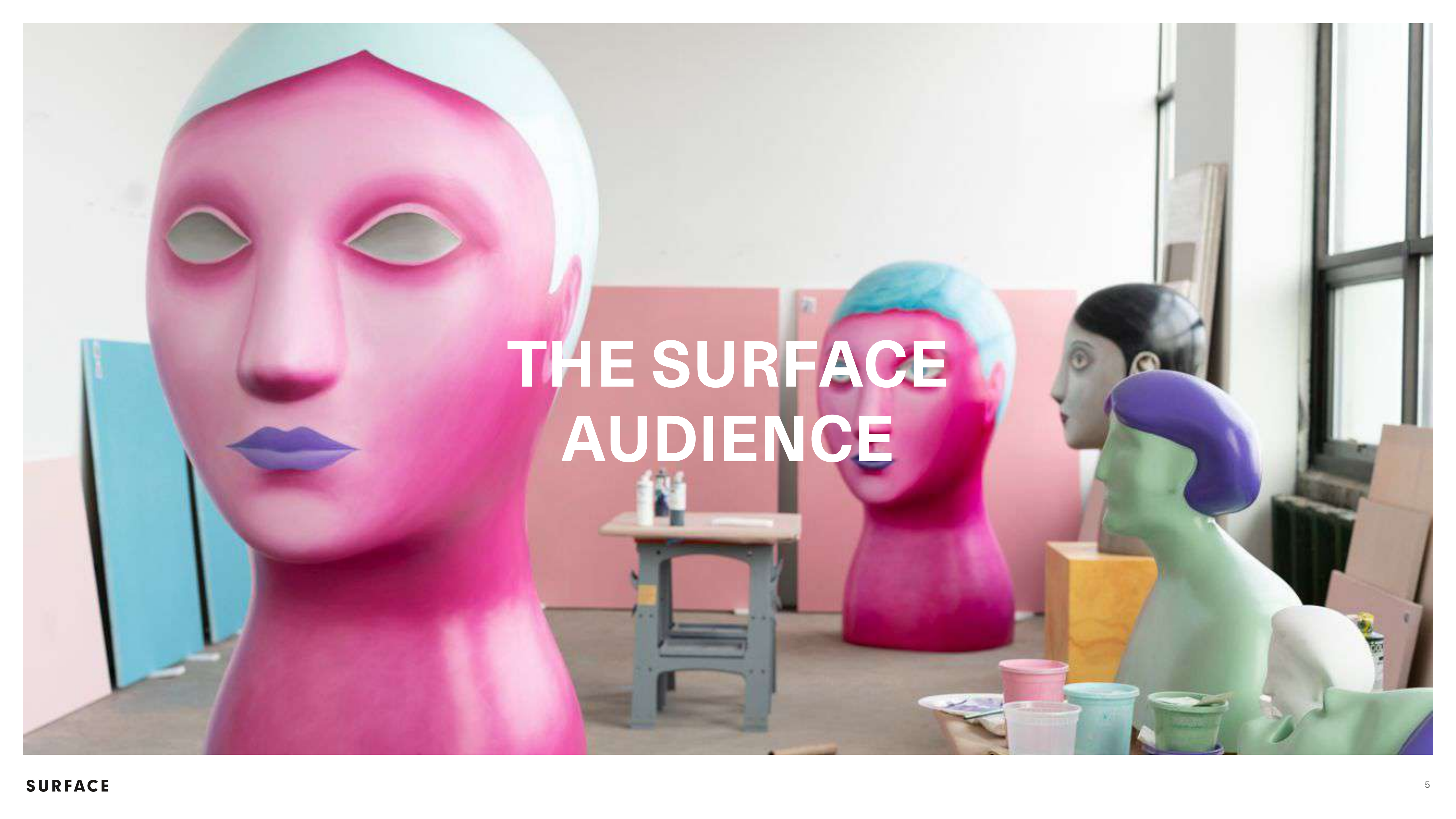
## WHAT WE DO

For nearly 30 years, the global design industry has looked to Surface as **the trusted resource** that sits at the intersection of creative disciplines. Our mission is to **cultivate an inclusive community** rooted in collaboration and creative exchange, and **set the agenda** for what the design world will be talking about tomorrow. Through incisive reporting and an emphasis on breaking news and trends, **Surface brings clarity and authority** to the industry's most pressing issues, resulting in essential information that readers can't get anywhere else.

With our **global network of contributors**, Surface produces insightful and engaging content across numerous verticals, including our industry-leading **Design Dispatch** newsletter, custom content division **Surface Studios**, flagship conversation series **Design Dialogues**, shoppable product guide **Design Dose**, and annual **Travel Awards** program. Soon, the Surface audience will have the opportunity to discover our very own curated real estate marketplace, **Surface Shelter**.







# THE SURFACE AUDIENCE







# SURFACE'S NETWORK

 MALE/FEMALE: **46/54**

 AVG HHI: **\$350,000+**


 MEDIAN AGE: **25-34**


 NET WORTH:  
**\$1M+: 32%**  
**\$2M+: 20%**

 PROFESSIONS:  
**Executive**  
**Design**  
**Art**  
**Entertainment**  
**Business/Finance**

 TOP MARKETS:

**New York City**  
**Los Angeles**  
**Miami**  
**Chicago**  
**San Francisco**  
**London**

 TRAFFIC:  
**60% North America**  
**20% Europe**  
**16% Asia**  
**4% Africa**

 HIGHLIGHTS  
Visits/Month: **200,000**  
Page Views/Month: **600,000**  
Average Time/Video View: **3:38**



 APPLE NEWS: ~**300K** views/month

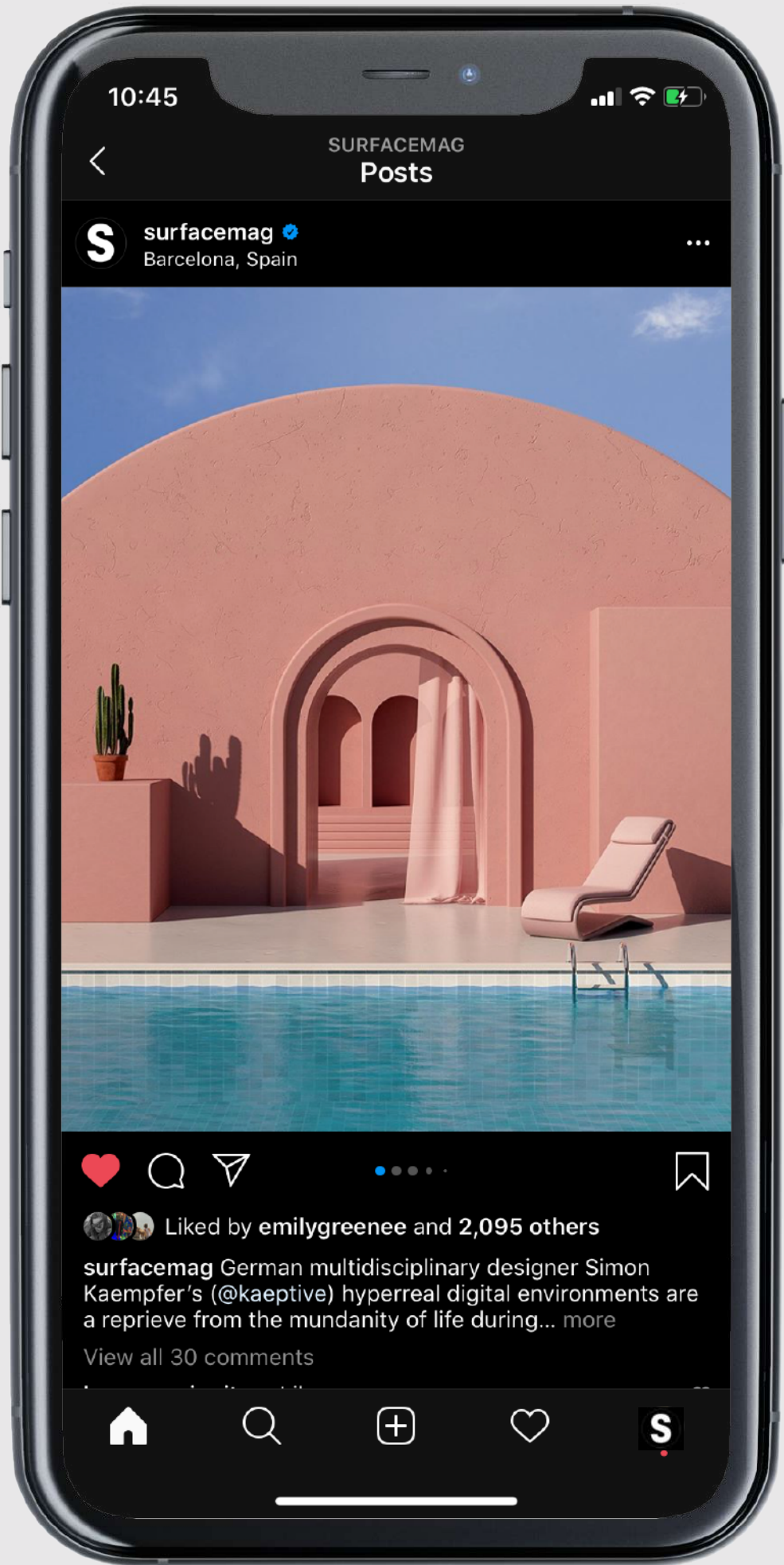
 INSTAGRAM: ~**200K**

 FACEBOOK: ~**250K**

 TWITTER: ~**40K**

 PINTEREST: ~**4M** views/month

# SURFACE'S DIGITAL INFLUENCE



**4.8M+**  
+6% YoY

Surface attracts the best of the creative class. Some of our top followers include:

David Adjaye, J.W. Anderson, Tadao Ando, Zaha Architects Hadid, Snohetta Architecture, Deborah Berke, Richard Branson, Norman Foster, Jenny Holzer, Daniel Humm, Bjarke Ingles, Alex Israel, Misha Kahn, Solange Knowles, Daniel Libeskind, Nabu Matsuhisa, Rossana Orlandi, Neri Oxman, Yabu Pushelburg, Ivy Ross, Ian Schrager, Annabelle Selldorf, Shohei Shigematsu, Hank Thomas Willis, Kelly Wearstler, Vincent van Duysen & more





# THE SURFACE PORTFOLIO



# THE SURFACE PORTFOLIO

Whether it's our industry-leading newsletter, branded-content studio, shoppable product platform, or live events, comprehensive storytelling is the driving force behind everything we do.



DIGITAL ISSUES



SURFACE STUDIOS



THE LIST



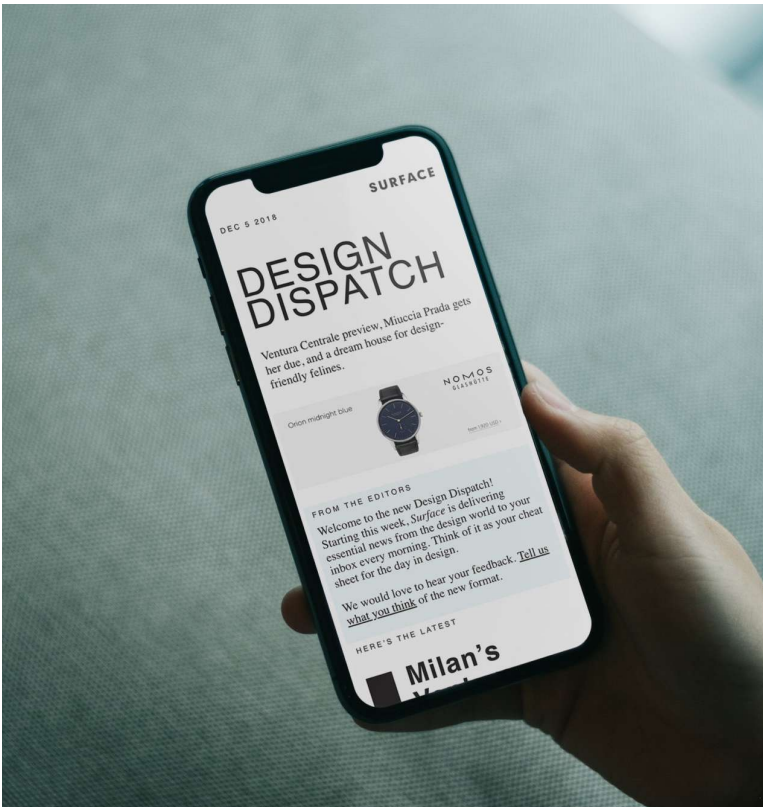
DESIGN DOSE



SURFACE SHELTER



DESIGN DIALOGUES



DESIGN DISPATCH



## 2021 DIGITAL ISSUES

In 2021, Surface will launch its first-ever series of digital issues: **360-degree content offerings customized for a variety of media consumption forms.** Content creation will be streamlined in order to appeal to the disparate tastes of the Surface audience, who will have the ability to engage with our signature franchises such as Studio Visit and How It's Made through shortform episodic video, podcast formatted audio, written features, and voice.

Think of it as bringing the upstream-downstream production process to content flow—a video shoot will be edited into an episode and bite-sized cuts for social media; the audio will be extracted and remixed into a podcast; the transcription will be repurposed as a written Q&A or provide quotes for a narrative-driven feature that can be read or listened to on Apple News+. Whether it's that platform, IGTV, SurfaceMag.com, Youtube, Spotify, or our industry-leading Design Dispatch newsletter, **Surface's dynamic new approach to storytelling will allow us to reach our audience wherever they are.**





DIGITAL ISSUES

CONTENT VERTICALS

COVER STORY

Each digital issue will spotlight 2–3 prominent figures from the design world whose innovative work is breaking new ground and propelling the industry forward. Includes original photography, video, and a live digital cover of the subjects.

GIFT GUIDE

Corresponding with each issue theme or a timely seasonal moment, our editors round up the most innovative products and must-have design objects to buy now, presented on Design Dose. Think: ‘20 Items You Need to Work from Home’ or ‘The Best Furniture for Outdoor Entertaining.’

Q&A

A conversation with a newsworthy subject with a unique perspective on the theme of innovation and technology.

STUDIO VISIT

Shooting on location, we go inside and explore the studios of artists & designers. Presented as a Q&A with the designer, we give our audience a behind-the-scenes look into the day-to-day workings and creative process of the worlds leading creatives and innovators.

SPECIAL EDITION

Presented as an interactive microsite or a long-form visual feature, this in-depth, six-part piece takes a deep-dive into an existential issue related to the issue theme. Think: “The Future of Work” or “The Future of Mobility & Transportation.”

TREND/SUBJECT FEATURE

A look at a consequential trend or issue impacting the industries in the Surface ecosystem: design, architecture, fashion, travel, and art.

COMMISSION

A multi-part design challenge in which we prompt designers and architects to submit ideas for a hypothetical brief.

WISDOM

An influential thought leader sounds off on an important topic in an as-told-to essay. Includes custom illustration.

EXTREME BEAUTY

A global look at an esoteric craft that breaks conventional artisan boundaries.



Click to watch live cover



## DIGITAL ISSUES

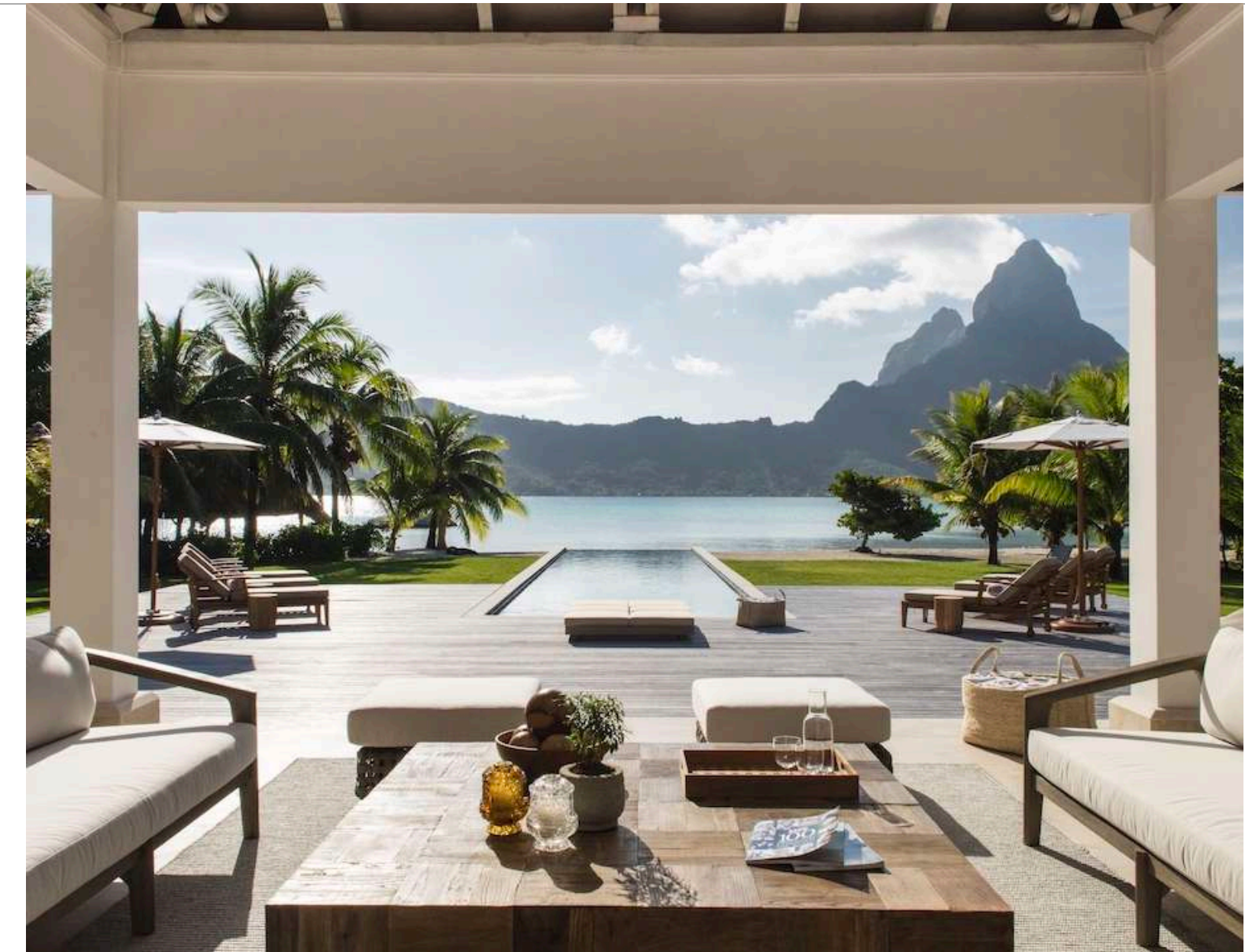
## DISTRIBUTION CHANNELS

The multimedia content of each digital issue will live in perpetuity, in a variety of formats across the following platforms:

- **Videos:** SurfaceMag.com, AppleNews and AppleNews+, Youtube, and IGTV
- **Podcasts:** SurfaceMag.com, ApplePodcasts, and Spotify
- **Written:** SurfaceMag.com, AppleNews and AppleNews+
- **Interactive Visuals/Graphics:** SurfaceMag.com and Social Platforms

All content from the digital issues package will also be promoted across the following promotional channels:

- Design Dispatch newsletter
- Design Dose newsletter (shoppable content only)
- Social: IG, TW, FB, Pinterest





## SURFACE STUDIOS

Surface Studios is our internal creative house that partners with brands to produce impactful content, campaigns, and events that speak to the design community.

We launched our **custom publishing and partnerships division** with a simple purpose: to put our global intel and dynamic storytelling acumen to work for brands looking for **impactful solutions that exceed traditional advertising and marketing**.





## SURFACE STUDIOS

## WHAT WE DO

**Leading design brands trust Surface Studios to produce custom content they can't get anywhere else.** With an expert team of world-class journalists, editors, photographers, video producers and designers, we deliver dynamic, top-quality work.

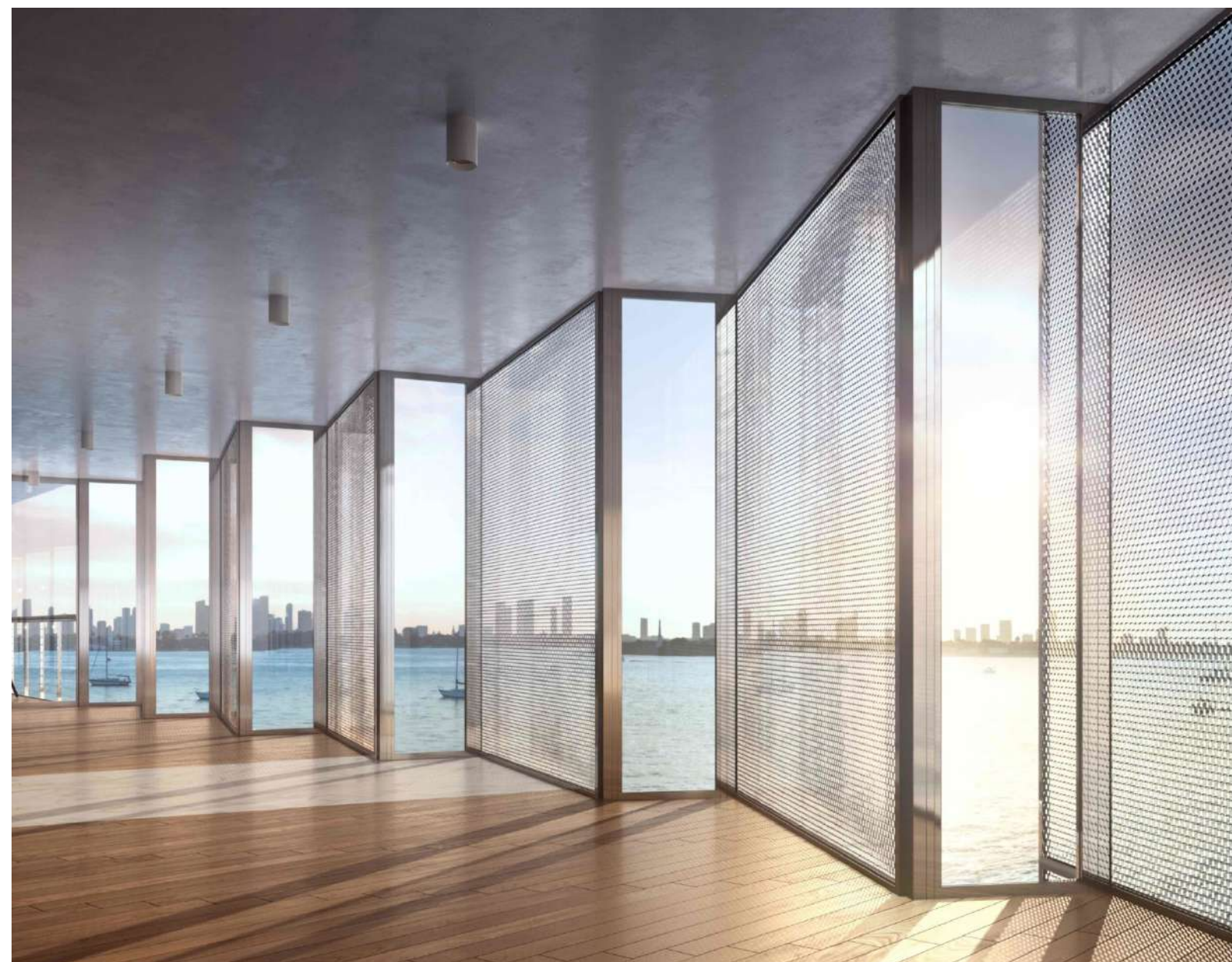
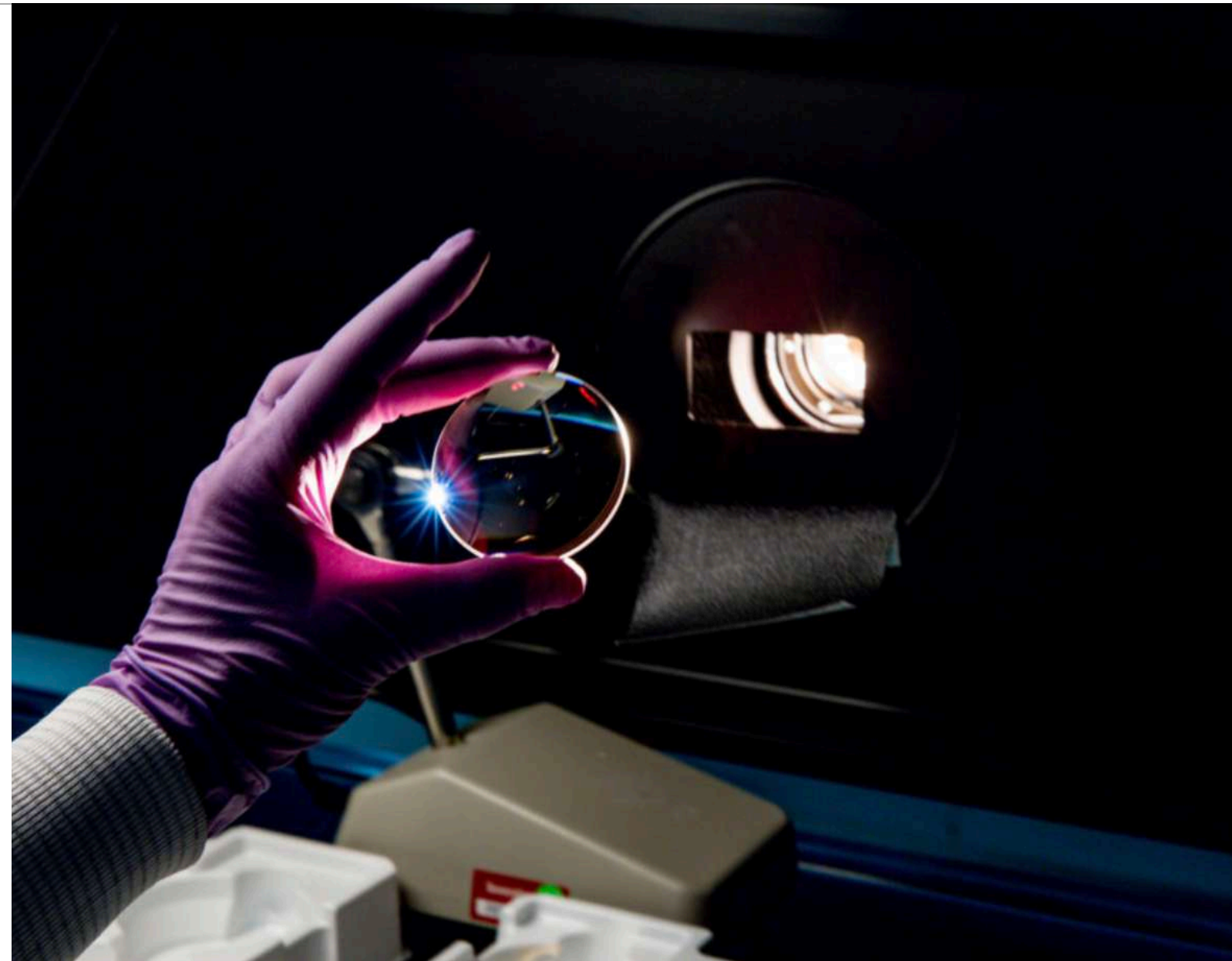
Surface Studios productions include:

**Native Content:** in-depth, compelling stories that celebrate both craft and creator, revealing the people behind the products and projects

**Custom Publishing:** whether it's an in-book insert, a pullout, or a magazine, we listen closely to brand objectives and integrate them into the conception of an original publication

**Video Production & Original Photography:** we're experts at documenting various processes – from manufacturing to construction – and telling the story of a building or a product line from the ground up

**Event Integration:** events are as integral to our media business as the content we create; we bring our content to life through intimate dinners, live discussion panels, and more, that bring together our A-list network of leading design talent





## SURFACE STUDIOS

## CONTENT FRANCHISES

**How It's Made:** This feature story takes a deep dive into the design and production process of a particular object or collection. The story explores, in detail, each step of the making of a product from inception to execution. This includes the design and ideation process, the manufacturing steps and craftsmanship, and the final product.

Past examples: [Chanel](#), [Leica](#), [Emeco](#)

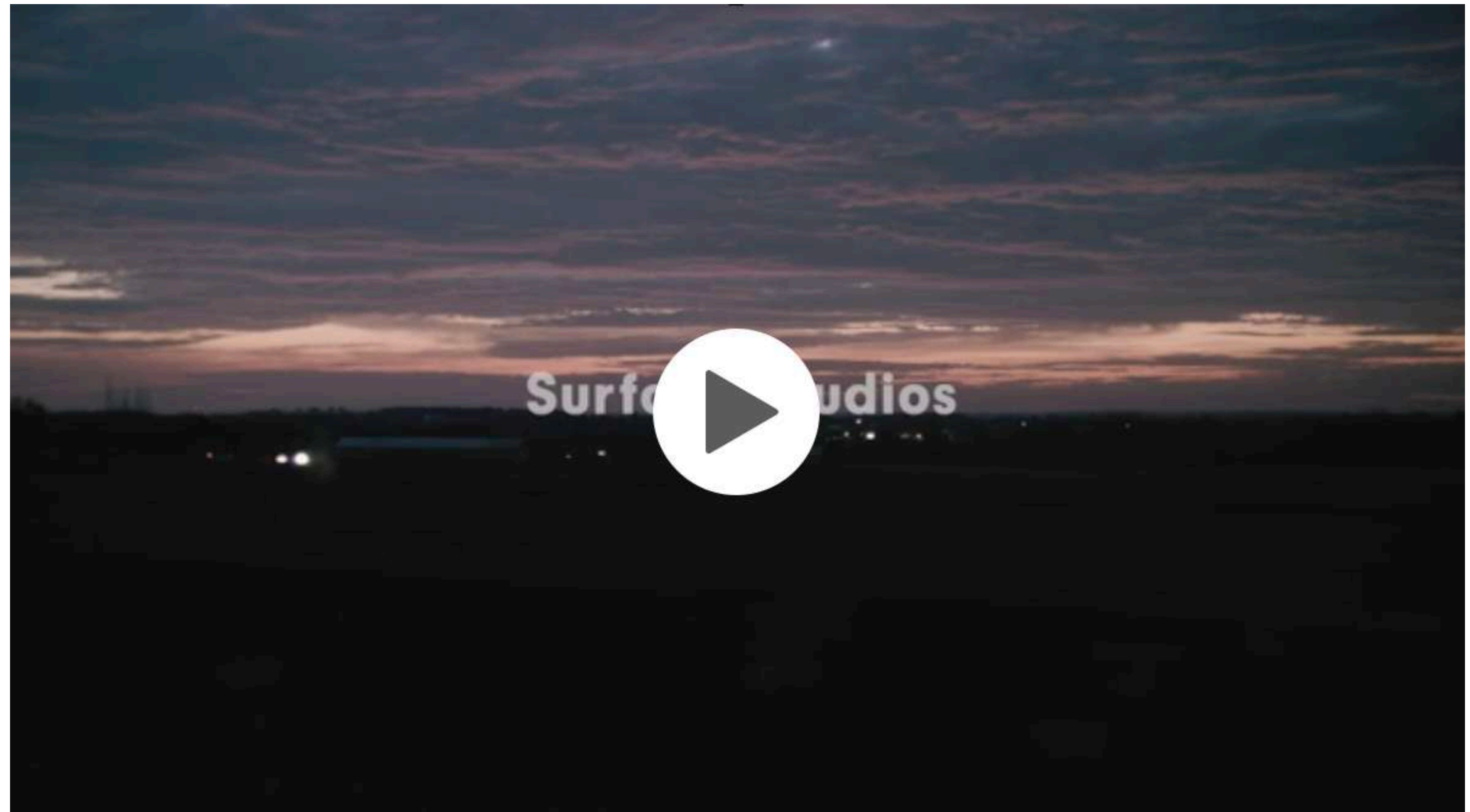
**Studio Visit:** Shooting on location, we go inside and explore the studios of leading designers. Presented as a walk-through and Q&A with the designer, we give our audience a behind-the-scenes look into the day-to-day workings and creative process of the worlds leading creatives and innovators.

Past examples: [Sterling Ruby](#), [Studio Drift](#)

**Proposal:** Our editors ask emerging artists and designers to create original works that examine the core value of a brand. The results—a collection of eye-catching original artworks, sketches, renderings, models, and proposals—are presented as a visually-driven feature story.

Past example: [UPenn Summer School](#)

### How It's Made: Emeco 1006 Navy Chair





SURFACE STUDIOS

CONTENT FRANCHISES

**Flagship:** Our editors turn a design eye on a brand's flagship store, exploring the architecture, decor, and unique services that make this boutique stand out as a destination for retail shoppers in the modern era.

Past example: [Gentle Monster](#)

**Executive:** A Surface editor interviews a brand's CEO or president, diving into what makes them tick, their latest initiatives, their vision for the brand, and more.

Past example: [Pomellato](#)

**On the Market:** An exclusive and highly visual take on a groundbreaking, design-forward apartment or residential development.

Past example: [Jamestown](#)

**Custom:** Surface also offers tailor-made publishing and activation packages to meet any client's specific needs. Leveraging our dedicated audience, and working closely with the creative community, we can customize a content plan that cuts through the noise, delivering a brand's message with maximum impact.

Past examples: [Leica](#), [Adidas](#), and [more](#)

Custom Video: Surface x JDS





## THE LIST

**The List is the definitive community of Surface-approved design firms, brands and more.**

We created The List to provide our audience with a place to discover designers and brands committed to quality, craft, and innovation. List members represent major brands at the top of their game and emerging companies changing their industries through design. Every List member is hand-selected by our editors, and we share every List member's story with Surface's audience through editorial, advertising, social media promotion, and more.





## THE LIST

## HIGHLIGHTS

Surface is excited to announce that in 2021, The List will move out of its current beta version to an expanded platform and community. Coming soon, new and current members will receive a refreshed profile design armed with several new features, including:

- Career listings
- Company culture spotlights
- Enhanced “seen on Surface” section
- Follow button (w/ ability to set up alerts for content featuring that brand)
- Leadership spotlight
- Elevated portfolio function and new photo gallery/sizzle reel section

Members will also have the opportunity to:

- Be featured in Surface’s trend reporting, business analysis, and industry surveys
- Be spotlighted in a new version of The List community newsletter





## DESIGN DOSE

**Design Dose is Surface's new shoppable content platform for unique, covetable, and must-have pieces of design.**

Design Dose product features delve into the meticulous details, innovative thinking, and visionary creators that turn ordinary products into objects of desire, giving consumers a comprehensive look that ventures far beyond the typical e-commerce experience. Each product is hand-selected by Surface's editorial team, and specifically curated for the modern, design-savvy consumer.

**Think of it as our official stamp of approval on your next need-to-have item.**





## DESIGN DOSE

## WHY NOW?

Interest in home design is surging as people rethink their living arrangements and adjust to working remotely. More than \$1 in every \$5 was spent online in Q2 of 2020—the highest e-commerce growth of any quarter or year on record.

36% of consumers are trying new products and brands, and online shopping intent for “nonessential categories” is strongest among millennials and high income earners—**Surface’s core audience.**

Design Dose takes a more thoughtful approach to e-commerce, one that reflects our core values at Surface: provide intel to our audience, delight the senses, and above all else champion great design. **Benefit from the upward trend in online shopping, and connect with a passionate, design-discerning consumer now.**





## INTRODUCING

## SURFACE SHELTER

Launching soon on Surface: a new kind of highly curated real estate platform, one with design standards to match those of the highly demanding Surface audience.

Surface Shelter will function as a digital home for the design obsessive, high wealth real estate consumer: **an editorial hub for the most design forward real estate listings on the market**, bringing together agents who understand this side of market and buyers who want more of it.

Surface Shelter will cut through the noise in the market of standard luxury real estate listings, and will award well-designed properties Surface's seal of approval that our discerning audience values and trusts.





## SURFACE SHELTER

## WHY NOW?

In the current real estate market, there is no existing directory or platform dedicated solely to properties with exemplary design. **As home sales rise due to global lifestyle changes, luxury buyers and design-savvy consumers need a way to explore best-in-class properties from anywhere in the world**, without having to sift through the clutter that's become synonymous with the existing major listing websites.

Surface will apply its design insight and expertise to reinvent an outdated, traditional real estate media marketplace in need of a serious upgrade. **Surface Shelter will serve as the first real estate discovery platform dedicated to properties with unparalleled design.** Featuring top-of-the-line videos, custom photography, and a VR-integration, the visual-driven platform will ease the entire process of finding a home for the design-minded buyer.

*Surface Shelter launch opportunities & pricing is available upon request.*





## DESIGN DIALOGUES

Design Dialogues is Surface's **signature talk series** that features a roster of international designers, artists, executives, critics, and thinkers. Moderated by a Surface editor or a special guest, each discussion features two or more leading creatives in conversation about the work, issues, and ideas in the worlds of art, architecture, design, and travel, today.

Past participants in the series include **Virgil Abloh, David Adjaye, Yves Béhar, Danny Meyer, Cynthia Rowley, Ian Schrager, FKA Twigs, and Kanye West**. Design Dialogues take place at high-profile venues and events around the world.





DESIGN DIALOGUES

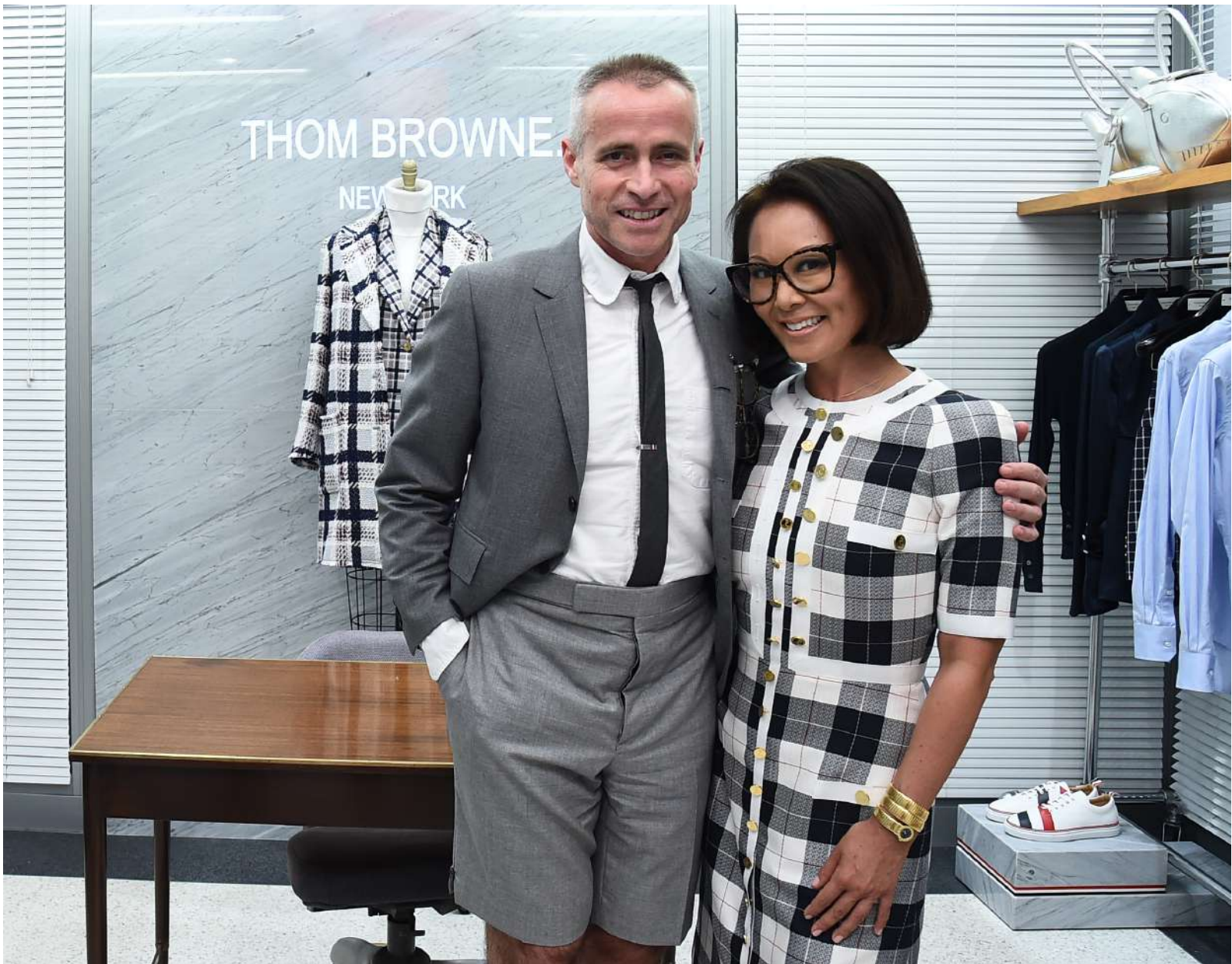
HIGHLIGHTS

As Surface evolves the Design Dialogues program in a post COVID-19 world, the program will transform into a variety of new opportunities for our audience.

Coming in 2021, Design Dialogues content across Surface’s channels will include:

- Live and digital conversations, hosted on Surface’s site and IGTV
- Archival videos to watch on-demand
- Workshops with featured talent, focusing on skill-sharing and learning tips and tricks for navigating the design world

*Design Dialogues pricing is available upon request, and varies based on location/talent.*



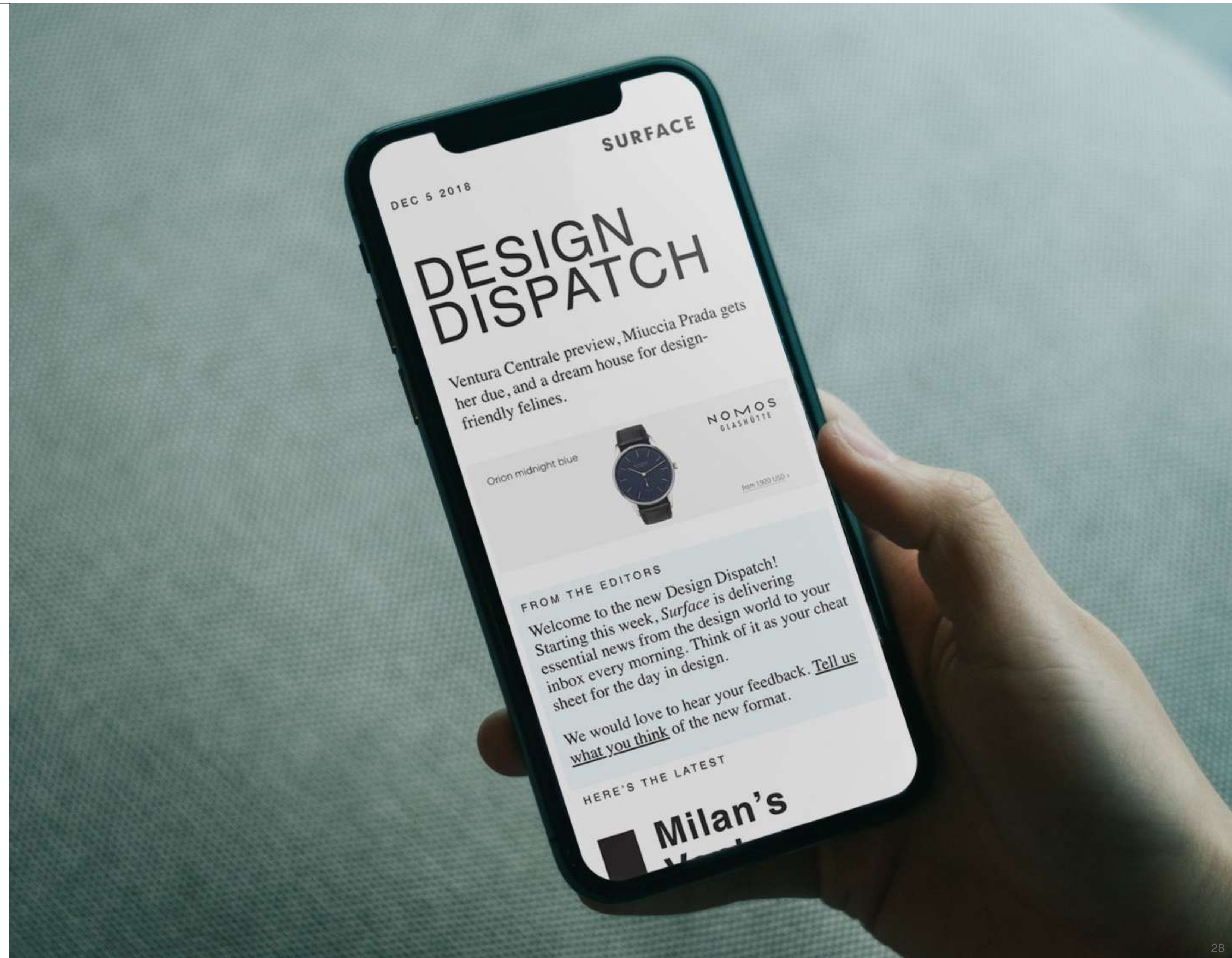


## DESIGN DISPATCH

Design Dispatch is the **singular, authoritative destination for news and insight** into the world of design. As a daily newsletter, Design Dispatch offers something for each of our various tiers of subscribers, from the creative class to the curious.

Leveraging our access to emerging and established talent, our insider viewpoint offers a succinct way to keep readers' pulse on the latest news in the design world.

We like to think of it as **your cheat sheet for the day in design**.





DESIGN DISPATCH

HIGHLIGHTS

 FREQUENCY: **WEEKDAYS**

 CIRCULATION: **53k+**

 AVG OPEN RATE: **30%**

Sponsorship includes one banner ad placed above the fold, one dedicated native content section, and 100% SOV.



BANNER AD

.....

SURFACE APPROVED



Design Miami returns Dec. 4–8 for its fifteenth edition, welcoming 70 exhibitions and eight Curio presentations, including two galleries exhibiting for the first time. Aric Chen returns as curatorial director, following his debut at Design Miami Basel in June, where he will continue to direct the fair’s focus toward the material future of the planet with the theme Elements: Water, a companion to Design Miami Basel’s theme Elements: Earth.


BUY TICKETS NOW

OCT 29 2019

SURFACE

# DESIGN DISPATCH

Gaetano Pesce’s staying power, new Sotheby’s CEO, and Mona Lisa meets VR.




FIRST THIS

“You should love what you do so much that you don’t want to part with it under any conditions.”

Tom Sachs

HERE’S THE LATEST



SPONSORED POST


.....



Design Miami returns Dec. 4–8 for its fifteenth edition, welcoming 70 exhibitions and eight Curio presentations, including two galleries exhibiting for the first time. Aric Chen returns as curatorial director, following his debut at Design Miami Basel in June, where he will continue to direct the fair’s focus toward the material future of the planet with the theme Elements: Water, a companion to Design Miami Basel’s theme Elements: Earth.

BUY TICKETS NOW

ITINERARY



## Tatiana Trouvé: On the Eve of Never Learning

**When:** Nov. 1–Jan, 11, 2020

**Where:** Gagosian Beverly Hills

**What:** For her first solo exhibition in Los Angeles, Trouvé positions the flow of time against the endurance of common objects through standout works like *The Great Atlas of Disorientation*, a drawing set within a metal armature that itself acts as a linear drawing through space.

LEARN MORE

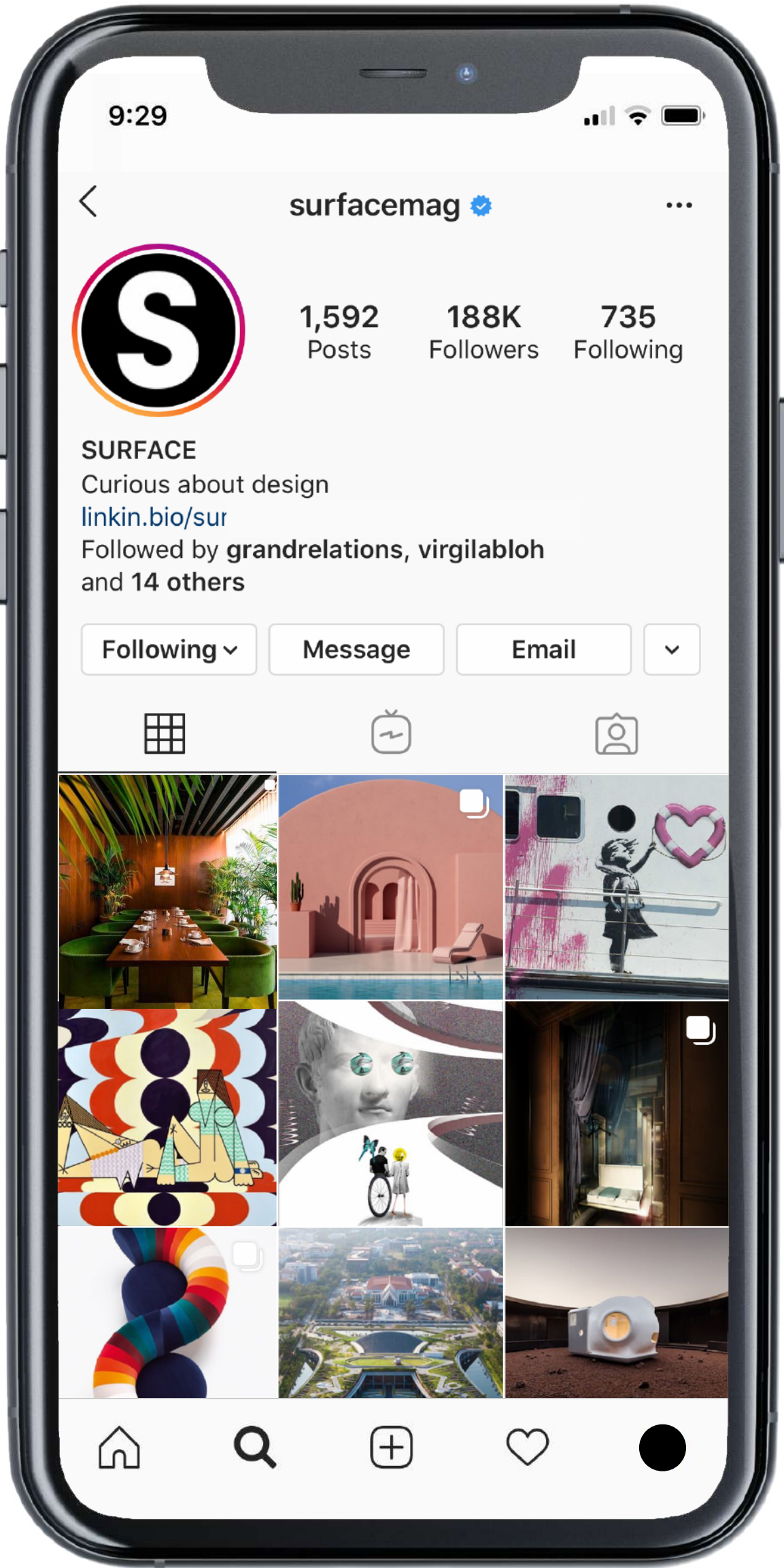
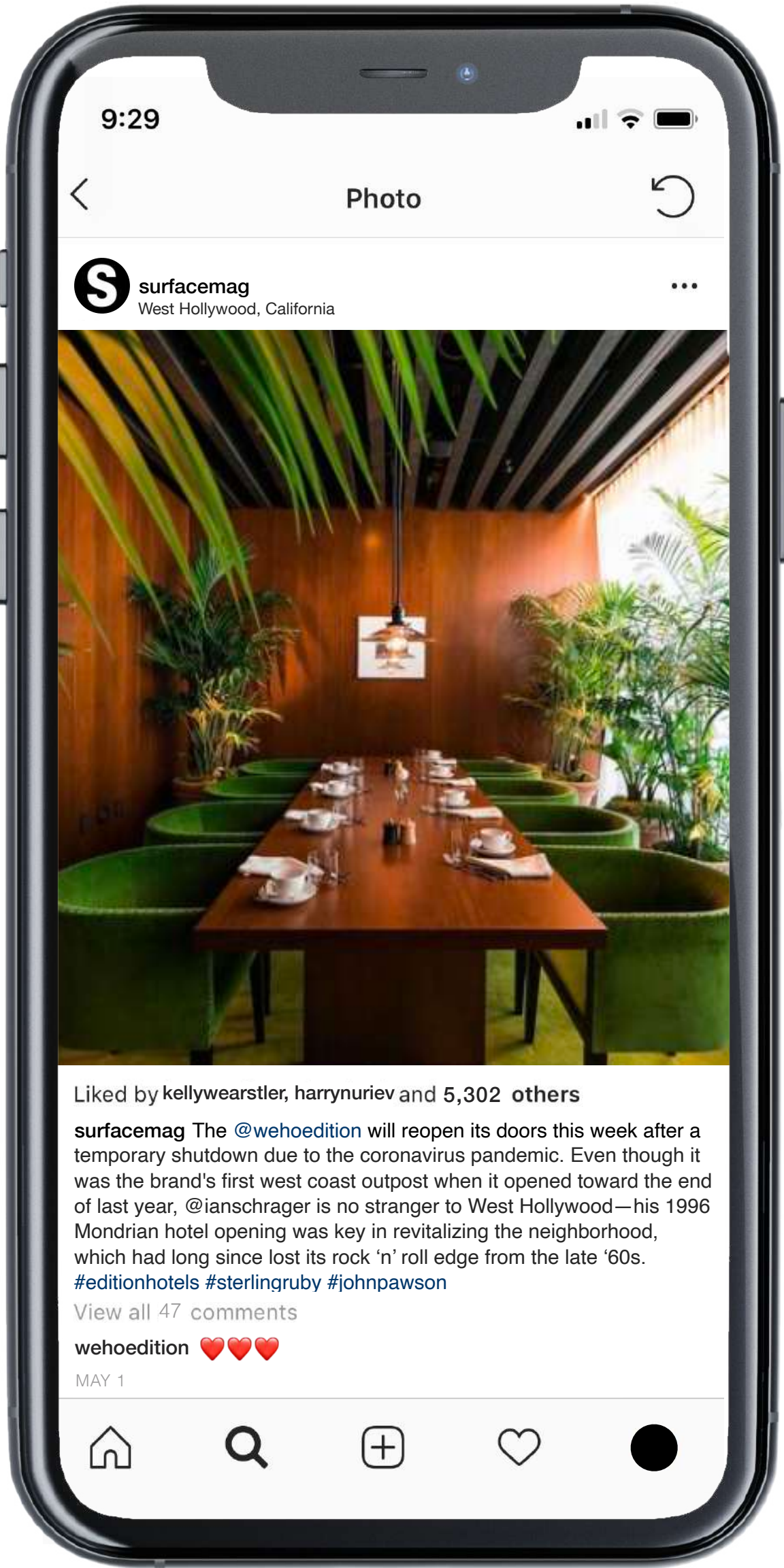


DIGITAL SPONSORSHIPS

SOCIAL CAMPAIGNS

Our partners come to us for social campaigns that engage with our community and reach our highly qualified, design-discerning audience of 2.3M+.

Surface offers a series of packages ranging from single, one-off posts, to full 360 degree social campaigns across multiple platforms, with custom content developed by our Surface Studios team. Surface works with all of our band partners to determine the best channels, type of content, and audiences to target, to hit your key goals and deliver maximum visibility and amplification to our design-discerning audience.





DIGITAL SPONSORSHIPS

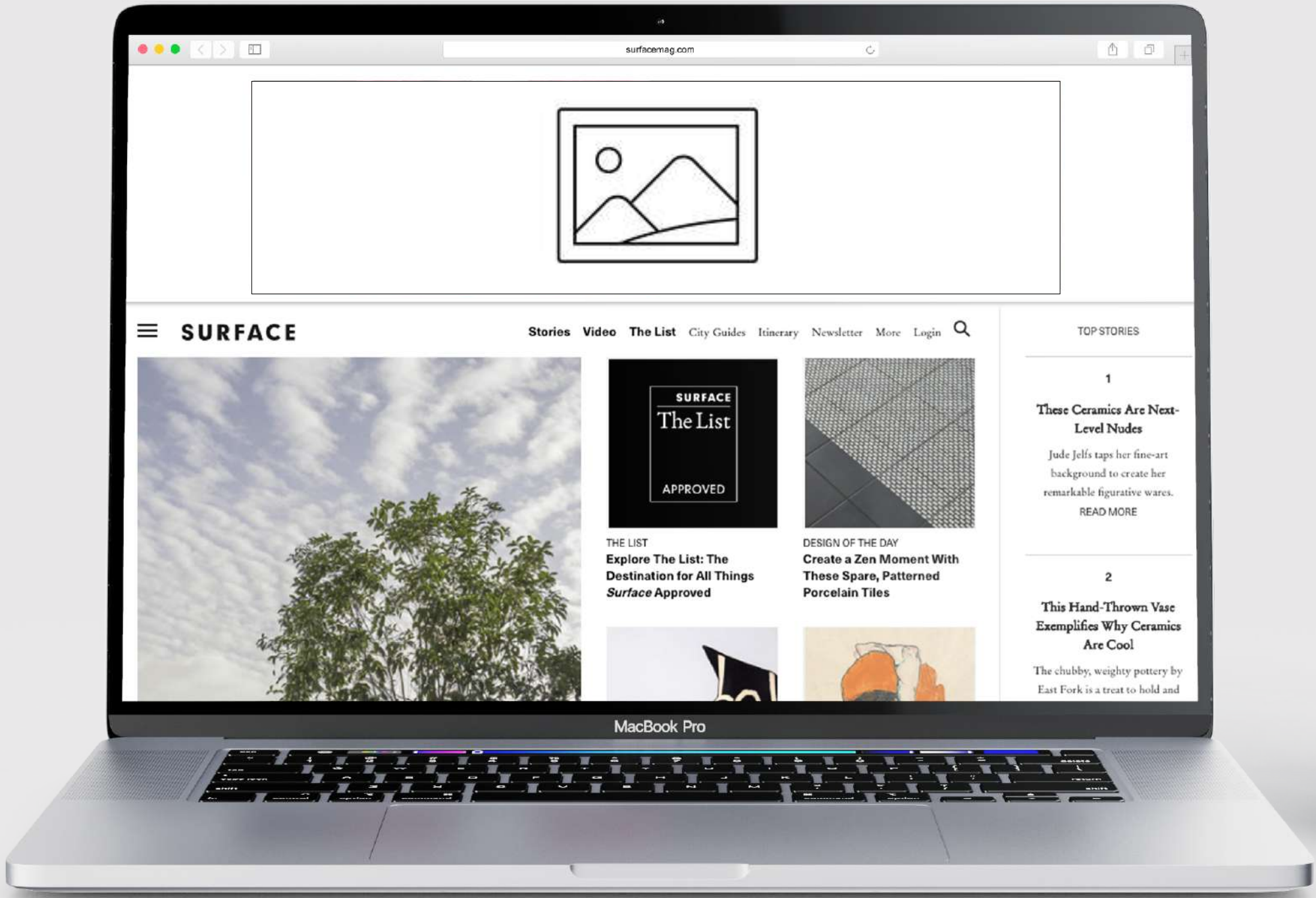
RUN OF SITE PLACEMENTS

Surface also offers our partners the opportunity to run digital display placements on [SurfaceMag.com](https://SurfMag.com) in a variety of formats, utilizing either supplied creative or custom designed units developed by our in-house team.

With over 600k+ page views per month, ROS advertisements position our brand partners and their promotional messaging directly alongside our signature, best-in-class design content.

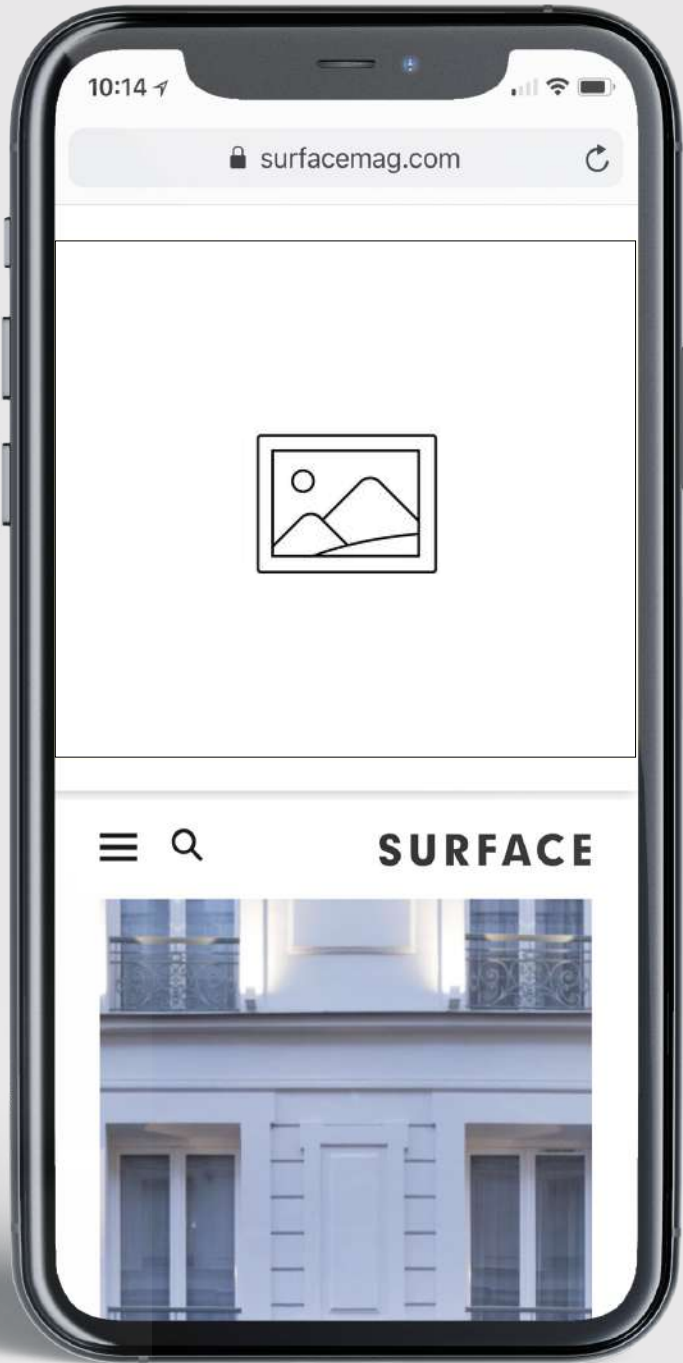
Placements:

- Desktop: 970x250, 728x90
- Mobile: 300x250, 300x50



Web Display Banners

970 x 250



Mobile Display Banners

320 x 250







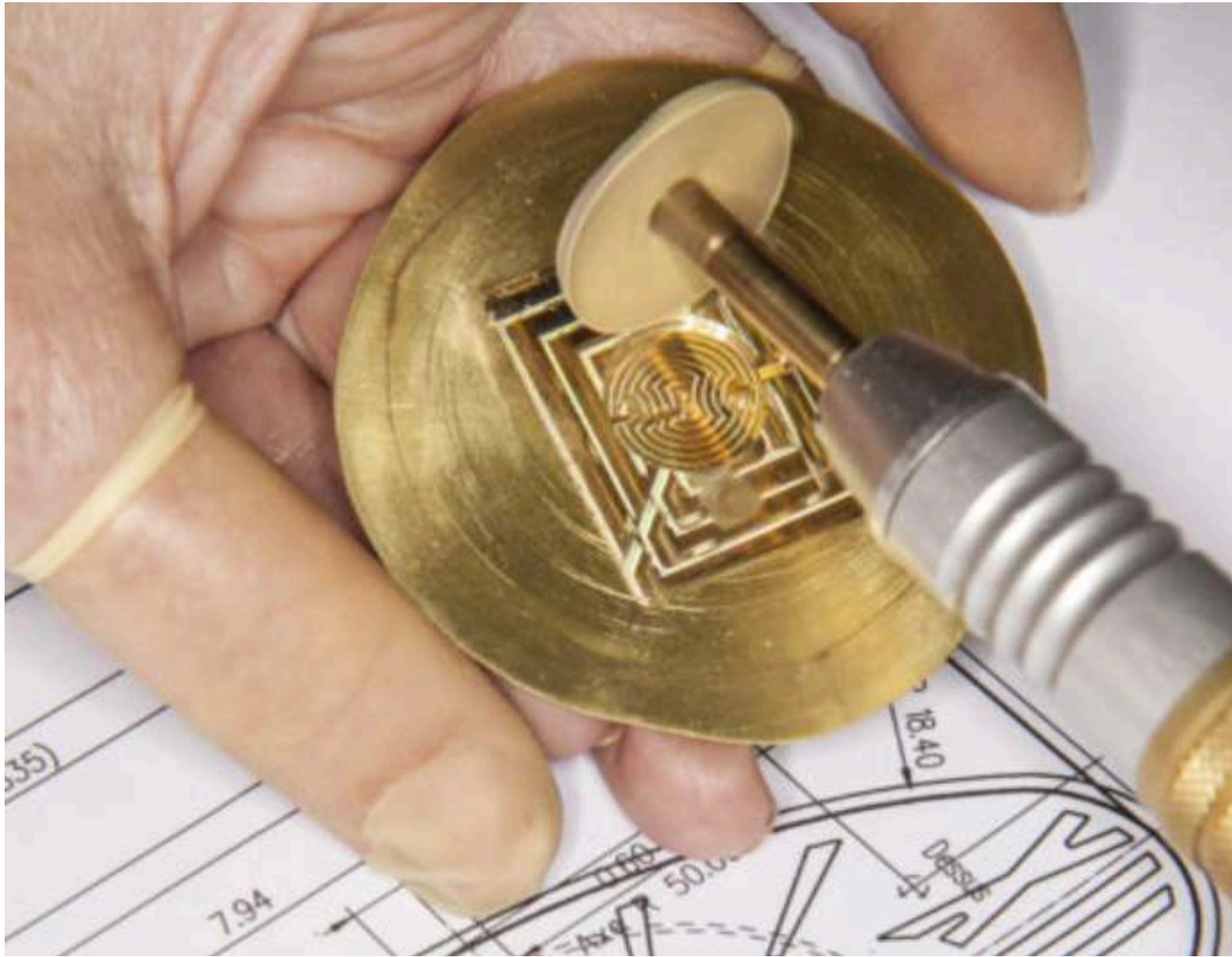
SURFACE X BULGARI

# HOW IT'S MADE

Surface took a behind-the-scenes look at the art and craft of creating Bulgari's Serpenti collection to reveal the brand's rich history, cultural significance, and dedication to craftsmanship. Surface activated a promotional campaign across our social and digital channels targeting our creative class, in addition to consumers with similar demographic profiles.

PARTNERSHIP ELEMENTS

- Custom Photography
- Custom Video Creation
- Editorial
- 16 page in-book feature





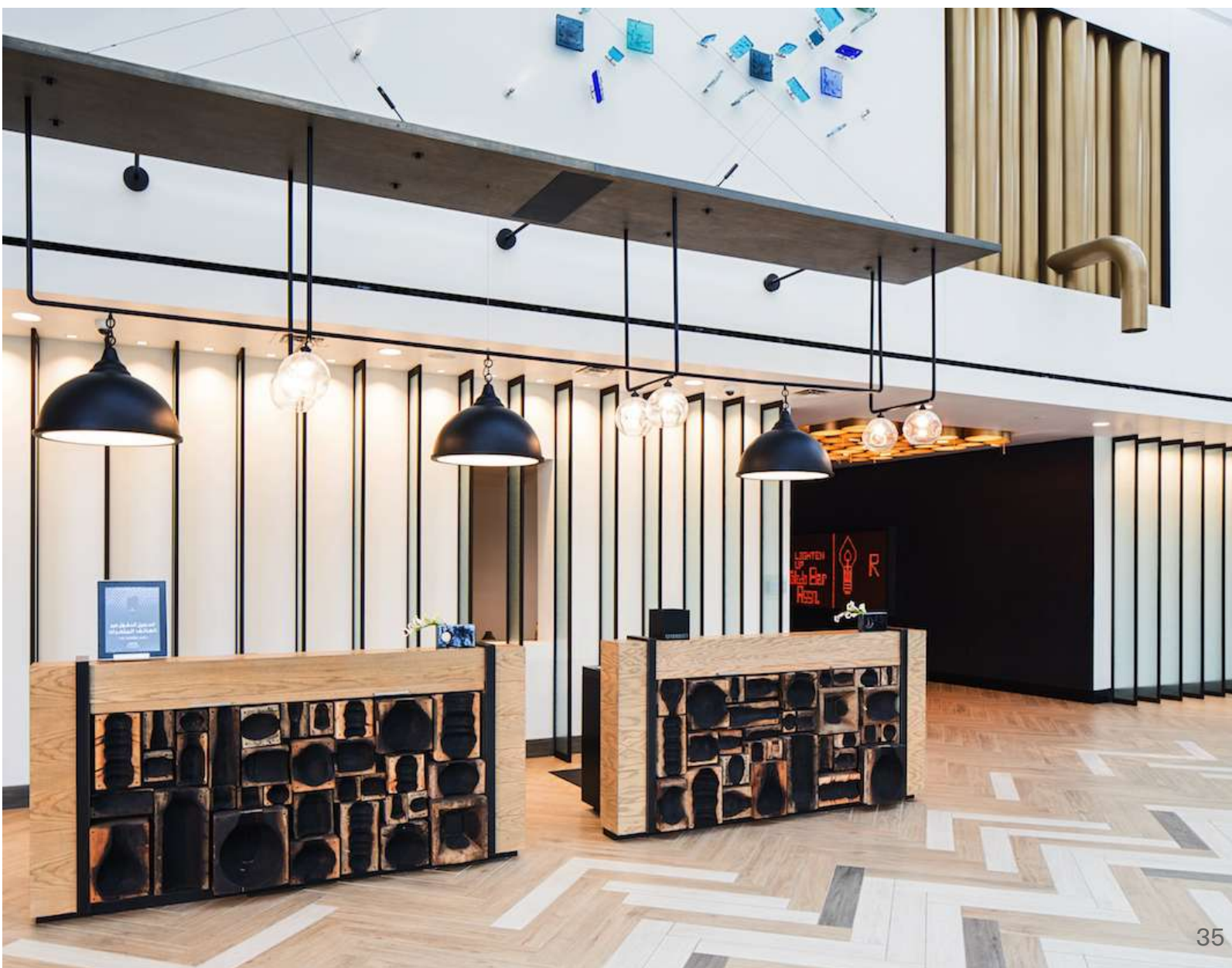
SURFACE X RENAISSANCE

HOW IT'S MADE

Surface and Renaissance Hotels and Resorts by Marriott partnered to showcase the power of spontaneous discovery that occurs when a hotel brand exudes a local spirit. The signature Surface “How It’s Made” series highlighted the unique design principles that make Renaissance Hotels a dynamic force in the world of travel. Brought to life through a custom video alongside social extensions and a premium multi-channel distribution strategy, “How It’s Made” served as an open invitation to meet the creative collaborators and cultural inspirations behind key global Renaissance properties, igniting a sense of wanderlust in the audience.

PARTNERSHIP ELEMENTS

- Paid social promotion
- Newsletter Sponsorship
- Custom Photography
- Custom video creation





SURFACE X ALLBIRDS

DESIGN DOSE: TRINO XO TEE

To launch the new Trino XO Tee, Allbirds selected Surface’s Design Dose as its exclusive launch partner. Being the sole media outlet and shoppable platform with the exclusive, the Allbirds launch proved quite a success. In addition to the standard partnership package, Allbirds worked with Surface on a Designer Q&A, to make their feature more robust.

In turn, the Allbirds launch on Design Dose saw a **17%** click-to-purchase rate and an above average time spent on page of **2:49**.

Read the Q&A with the Allbirds Design team [here](#).

[View the Trino XO Tee on Design Dose.](#)

PARTNERSHIP ELEMENTS

- Design Dose product feature
- Social promotion and 2x Newsletter inclusion
- Designer Q&A





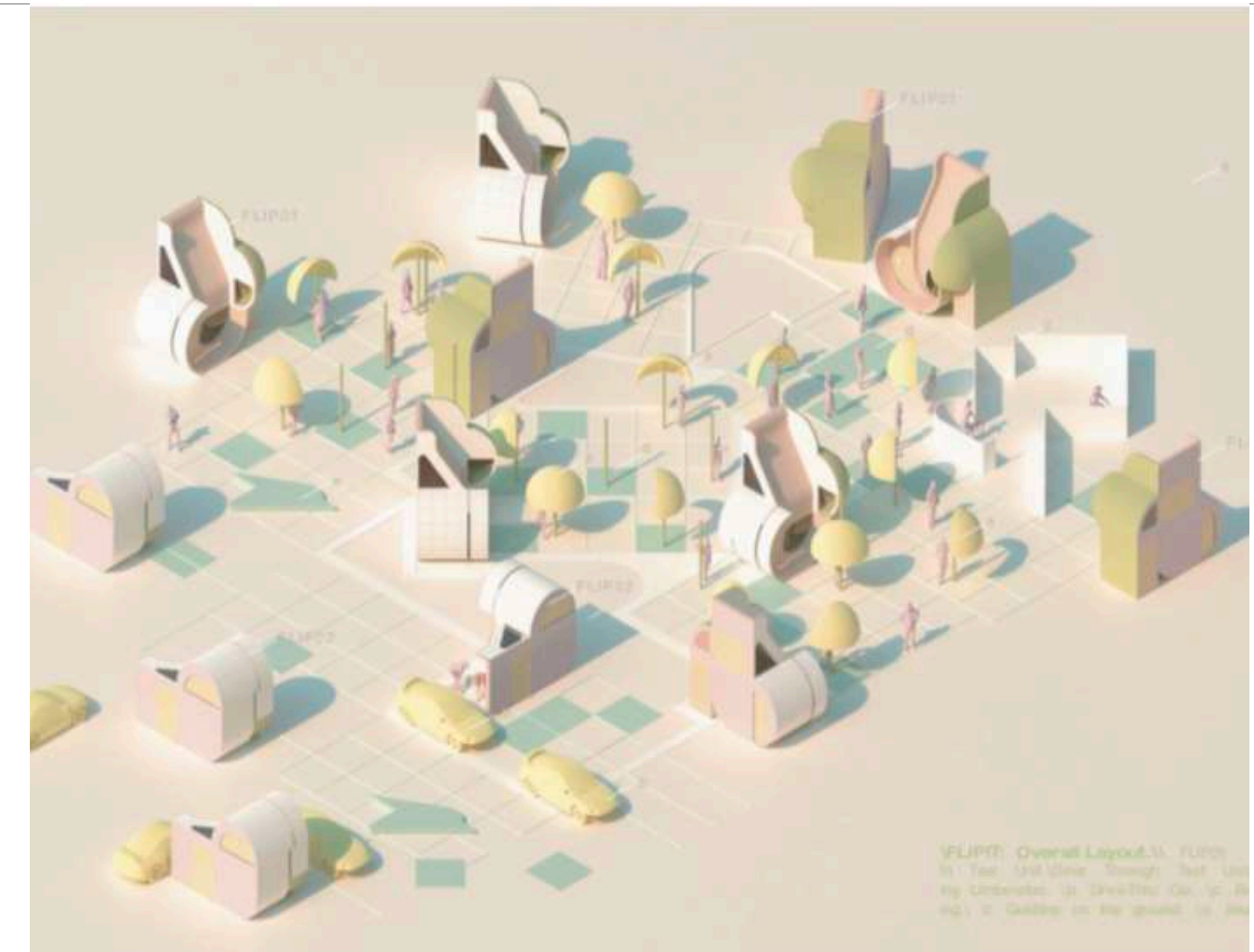
## SURFACE X UPENN

# SURFACE SUMMER SCHOOL

Surface embarked on the world's first for-credit partnership with the Stuart Weitzman School of Design at the University of Pennsylvania, a two-month-long curriculum and student competition focused on designing a mobile testing unit for COVID-19. Headed by Winka Dubbeldam, Miller Professor and Chair of Architecture, the program was supported by a digital lecture series featuring 10+ prominent figures in the world of design. Panelists included: Yves Behar, Thom Mayne, Marion Weiss, and Dror Benshetrit.

## PARTNERSHIP ELEMENTS

- Virtual Lecture Series Hosted by Zoom
- Talent Curation
- Average of 150 Attendees per Event
- Multiple Editorial Pieces
- Social Promotion





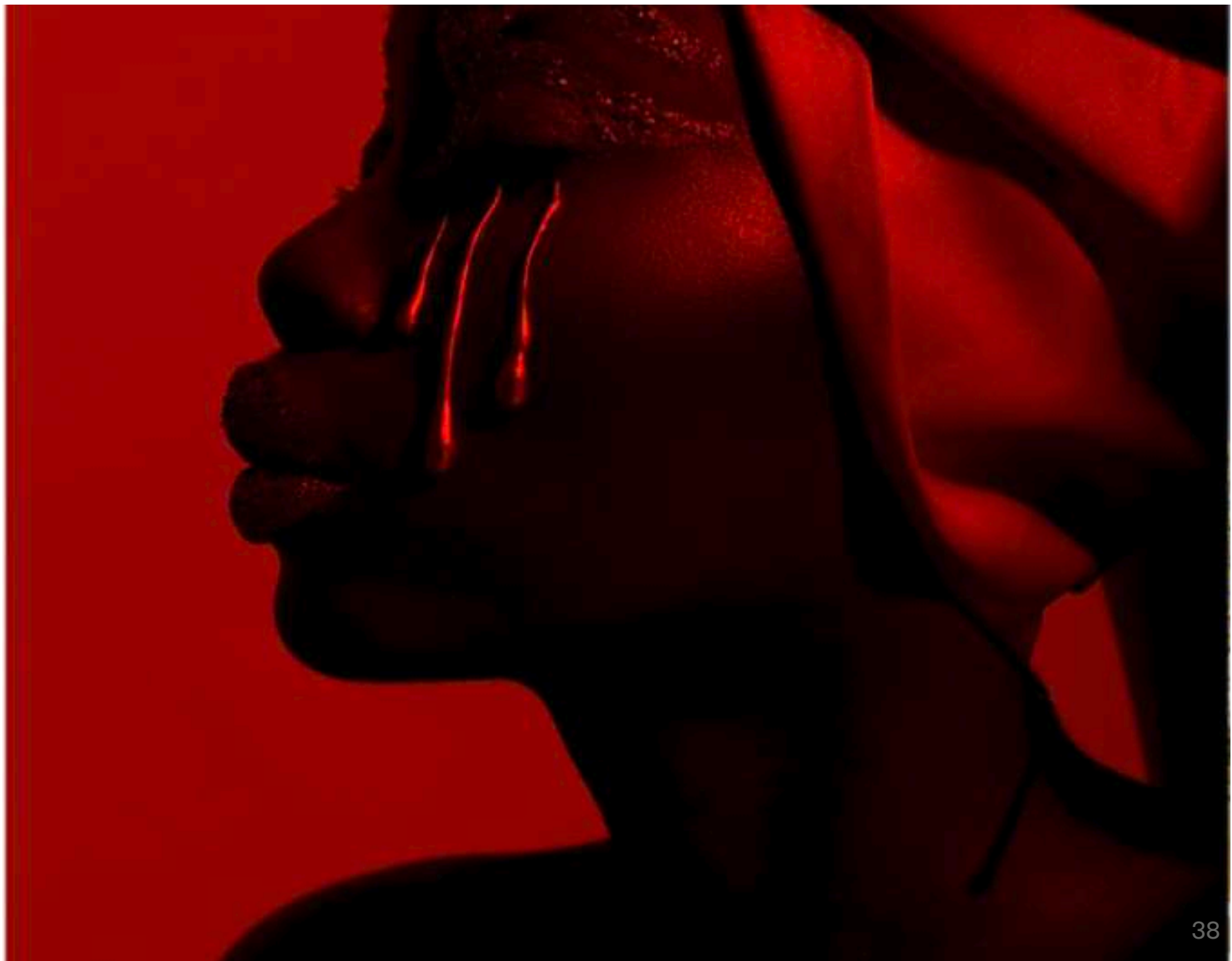
SURFACE X SQUARESPACE

CUSTOM CONTENT

Surface partnered with Squarespace to create an editorial series spotlighting multiple creators who have leveraged the Squarespace platform to showcase and sell their unique work during COVID-19. The content was promoted via our social platforms, newsletter, and on [SurfaceMag.com](#).

PARTNERSHIP ELEMENTS

- Paid Social Promotion
- Asset Merchandizing
- Newsletter Sponsorship
- Editorial





SURFACE X BRIZO

CUSTOM CONTENT

Surface commissioned New York-based artist Rebecca Lee to visualize a selection of fittings from various Brizo bath collections, within the context of three art movements: Surrealism, Pop, and Impressionism. The content was promoted via our social platforms, newsletter, and on [SurfaceMag.com](#).

PARTNERSHIP ELEMENTS

- Newsletter Sponsorship
- 3D Imagery
- Editorial
- Paid Social





# THE DINER BY SURFACE, DAVID ROCKWELL AND 2X4

To celebrate its 25th anniversary, Surface teamed up with architect David Rockwell and design firm 2x4 to create The Diner, an installation that took place during the 2018 Salone del Mobile design fair at Ventura Centrale. The fully operational pop-up restaurant was open for 7 days, and immersed visitors in a coast-to-coast journey through the United States, riffing on aesthetic ideas from around the country with a modern twist. A celebration of American design now, The Diner was a democratic space where strangers become a community. Select partners included: Design Within Reach, Cosentino, Benjamin Moore, Kohler, Pure+Freeform, L'Objet, and many others.

25 K+

VISITORS

20 M+

SOCIAL IMPRESSIONS

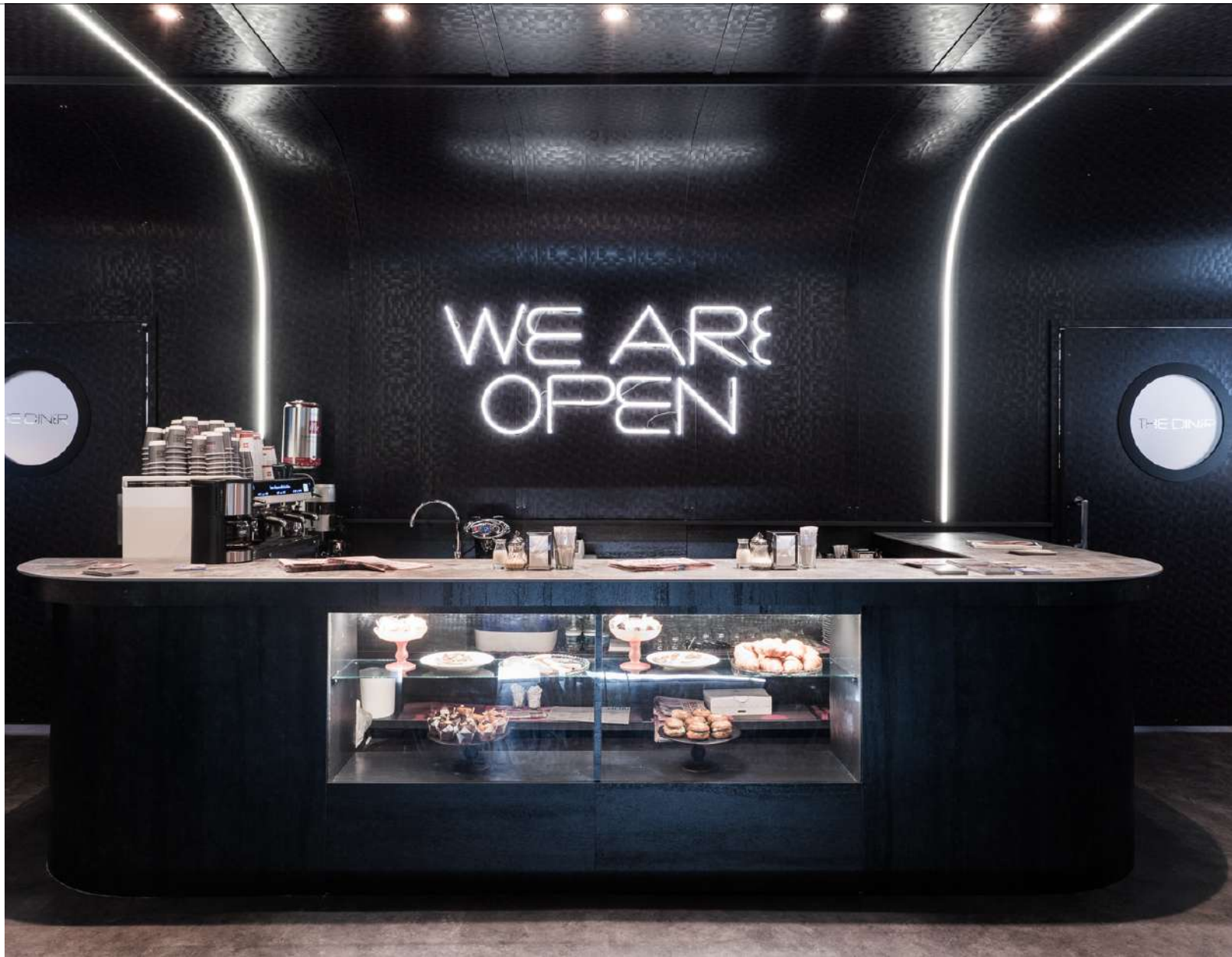
300 M+

PRESS IMPRESSIONS

  
WINNER OF 2018 MILAN  
DESIGN AWARD FOR  
BEST ENGAGEMENT

  
WINNER OF 2019 FRAME  
AWARD FOR BEST TRADE-  
FAIR STAND OF THE YEAR

  
NAMED MOST  
INSTAGRAMMABLE  
INSTALLATION BY DEZEEN





## SURFACE X ADIDAS

## CUSTOM CONTENT & EVENT

To celebrate the inaugural edition of Adidas Originals's new talk series, #TLKS, the Surface editorial team moderated a series of panels during Art Basel Miami Beach 2016. The event celebrated the EQT, and brought together artist Ben Jones, model and activist Adwoa Aboah, and GOOD Music president Pusha T for a lively conversation, followed by a performance by Pusha T for guests. To expand the partnership even further, Surface created a custom guide to Art Basel that was distributed throughout Miami in key locations to Surface's network of creatives and artists.

## PARTNERSHIP ELEMENTS

- Custom Publishing
- Product seeding
- Advertorial
- Live Event
- Guest List Curation
- Social Promotion







**SURFACE**

Since 1993

**SOCIAL MEDIA**

@surfacemag



**CONTACT US**

[partnerships@surfacemedia.com](mailto:partnerships@surfacemedia.com)

**SURFACE**