



Mission

SURFACE

Surface is the American authority on global contemporary design.





Surface engages the worlds of design, art, architecture, fashion, and travel to explore what's new and what's next in contemporary culture. Through incisive writing and dynamic visuals, *Surface* places an emphasis on the creative spark, processes, and craftsmanship of leading visionaries. With its various channels, including print, digital, and experiential, *Surface* connects innovators it convenes from around the world.

Surface Covers

SURFACE



Kanye West



Elizabeth Diller



Thom Browne



Rosita Missoni



David Adjaye



Rossana Orlandi



Nobu Matsuhisa



Solange Knowles



Dapper Dan



Neri Oxman

Surface covers feature close-up portraits of the most Important and influential names in art, architecture, design, fashion, technology and travel.

Distribution

SURFACE

Connecting with the design community

CIRCULATION

100,000

TOP U.S. MARKETS

New York, Los Angeles, San Francisco
Miami Chicago, Dallas, Seattle

TOP INTERNATIONAL MARKETS

London, Milan, Paris

CONTROLLED DISTRIBUTION

- Exclusive design publication at
- 300 private jet terminals nationwide
- Private members club
- Art and design fairs and events
- Luxury hotels in-Room.

- A selection includes:

Soho House, N.Y., Miami, L.A.

The Line Hotels, L.A., D.C., Austin

The Edition Hotels, Miami, N.Y.

Nobu Hotels, Miami, L.A.

W Hotel Miami Beach

21C Museum Hotels

Faena Hotel Miami Beach

Hotel Americano, N.Y.

Soho Grand, N.Y.

MADE Hotel, N.Y.

The William Vale, Brooklyn

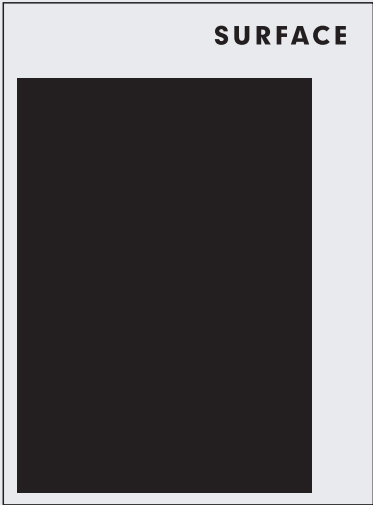
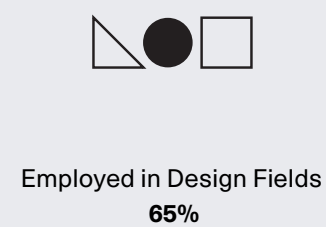
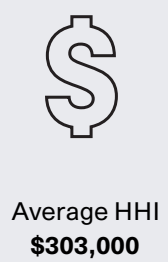
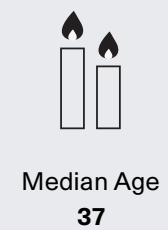
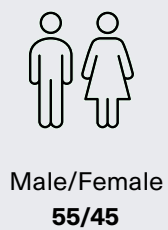
Williamsburg Hotel, Brooklyn

Le Sirenuse, Positano, Italy



Print Demographics and Vitals

SURFACE



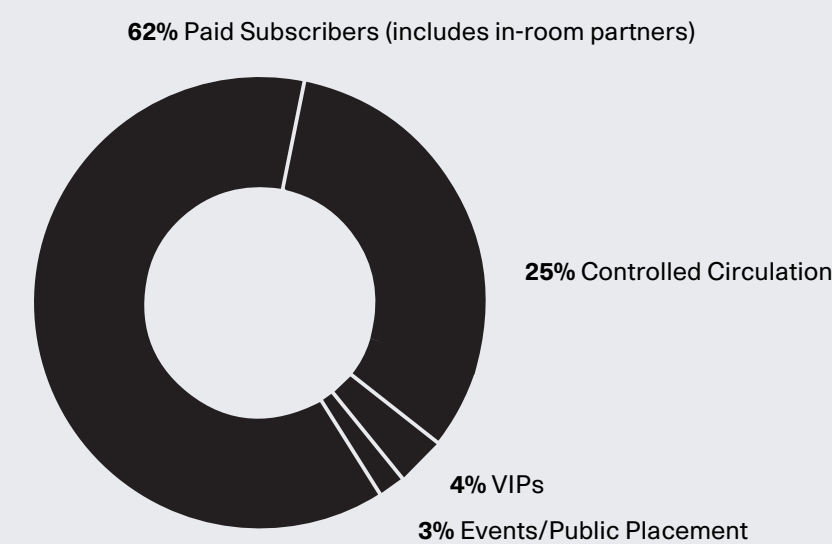
Frequency
5 times per year

Total readership
441,250

2020 Rate Base
100,000

Readership
450,000

Single issue price \$20
Subscription price \$60



Spotlight Packages

SURFACE

Surface's spotlight packages offer high-impact branded content, seamlessly integrated into the magazine.

Includes:

- Category exclusivity for the brand being featured
- Brands will have access to customized content to use for their own marketing purposes



HOW IT'S MADE

This feature story takes a deep dive into the design and production process of a design piece 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.

- 14-pages on glossy paper
- Format: photo essay with commentary
- Marketing Package with video, social and digital components
- Maximum two per issue
- \$75k - \$100k video



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.

- Three different sizes:
 - 4-pages: \$30k
 - 8-pages: \$50K
 - 16-pages: \$75k
- Printed on matte paper
- Format: narrative with annotated visuals
- Marketing Package with video, social and digital components (i.e. interviews with designers, IGTV, and more)



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.

Rates and Specs

SURFACE

RATES (net)

COVERS

Cover Two,	\$41,055
Page One	
Cover Three	\$18,000
Cover Four	\$30,000

RUN OF BOOK

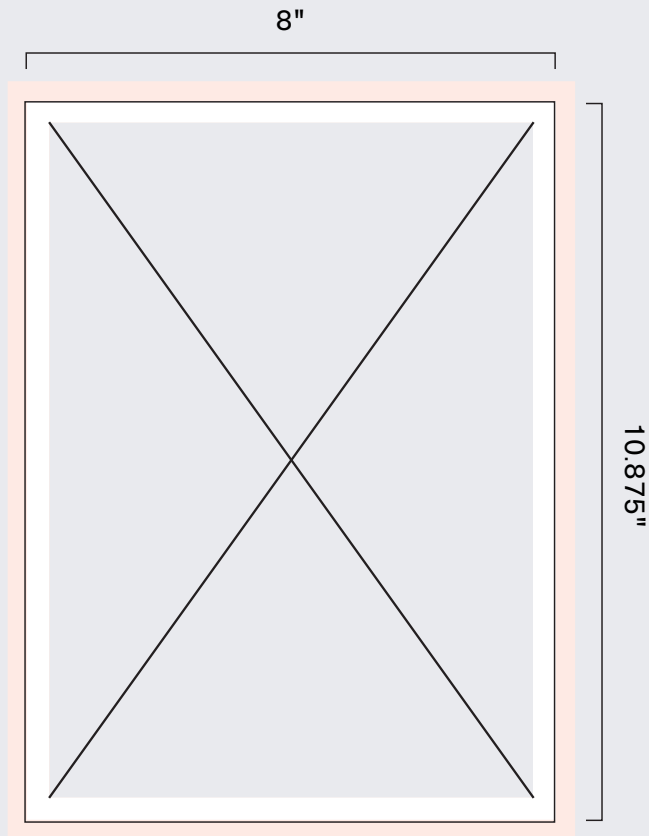
1x	\$16,350
2x	\$13,625
4x	\$10,900

COVER REQUIREMENT

A minimal annual spend of \$75,000 is required for cover positioning

SPECS

All print creative (two-page spread or one-page single) must be supplied as single pages.



- ⛶ Bleed .125"
- ⛶ Crop marks .25" offset
- ⛶ Trim 8" x 10.875"
- ✗ Safe area 7.375" x 10.25" .3125" away from trim



Max Ink Density
280 dpi



Image resolution
300 dpi



60 lb
Uncoated Stock



4-color process CMYK;
5th and 6th color upon request

Print Method

CTP, Web offset, SWOP standards,
SWOP2006_Coated3v3 profile

File Formats

All digital files and proofs must conform to SWOP standards. (Information on SWOP standards can be found at swop.org.) PDF/X1a is the only acceptable file format for all ROB ad units, both full-page and fractional units.

Two-Page Spread Materials

Must be supplied as single pages, per the full-page size requirements at left.

Proofs

SWOP standard contract proof with color bars are accepted but not required.

Contact and Submission Instructions

Please send digital artwork files and any related questions or concerns to artwork@surfacemedia.com

There is 5% chance of printing variance, which is industry standard. *Surface* aims to keep this between 1% to 3%.

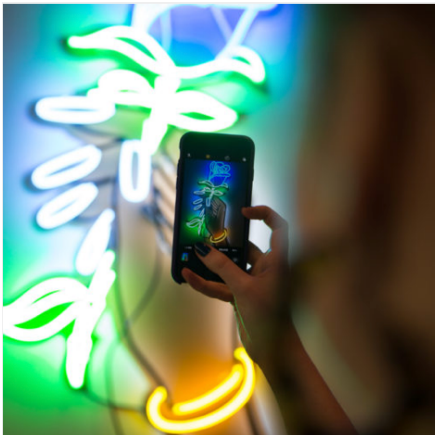
SurfaceMag.com is the digital home of *Surface* and gives visitors access to the people and ideas shaping contemporary design. The website features daily news updates, stories about leading thinkers and trends, event coverage, and more.



← 2 / 3 →

ART
Nick Cave Invites You to His Dance Party

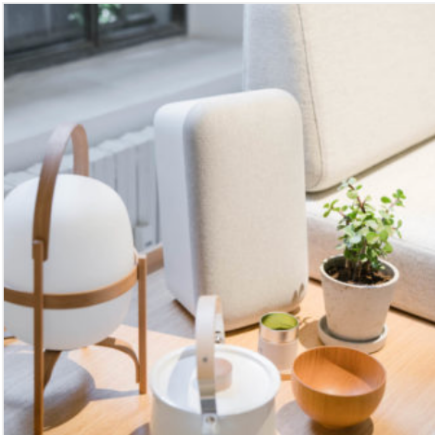
Drawing inspiration from queer safe spaces, the artist stages a new interactive installation; plus a first look at a new body of work.



ART
9 Standout Texas Artists at the Dallas Art Fair



DESIGN
What Creativity Looked Like in Depression-Era America



TECHNOLOGY
Google Suggests the Future of Hardware and Technology Is “Softwear”



FASHION
The Story Behind Max Mara’s Limited-Edition Lavaprisms Eyewear

1
Milan Design Week 2018 Preview: 14 Things Our Editors Can’t Wait to See

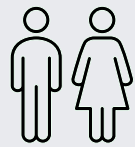
From Kvadrat’s experiments with upcycled textiles to Gufram’s disco fever, we pinpoint this year’s most intriguing, standout goings-on around town.
[READ MORE](#)

2
A Silenced Russian Politician Faces New Censorship as an Art World Provocateur

The North Korean government criticized Alexander Donskoy’s Ultra Modern Museum of Art in Moscow, then they booked it for a birthday party.
[READ MORE](#)

3
Hesperios Is the Urban Retreat New Yorkers Need Now

The knitwear brand’s new brick-and-mortar is equal parts shop, all-day café, and civic garden.
[READ MORE](#)



Male/Female

46/54



Average HHI

\$150,000+



Median Age

25-34



Net Worth

\$1M+: 32%

\$2M+: 20%



Top Markets

New York City

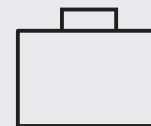
Los Angeles

Chicago

San Francisco

Miami

London



Professions

Executive

Design

Art

Entertainment

Business/

Finance

Traffic

60% North America

20% Europe

16% Asia

4% Africa

Highlights

Visits

(Sessions)/Month

80,000

Page Views/Month

199,000

Average Time/Video View

3:38



PARTNERSHIP STORIES

Tell your brand’s story through short-form and long-form custom content. Content can be an article, a photo essay, a profile, or an interview.

From \$15,000

- Placement for one week on home page
- One Surface 7 newsletter sponsorship
- Three social media posts (across platforms)



VIDEO FEATURES

Make your video front and center on SurfaceMag.com. Choose your own content, or let Surface Studios create a narrative our audience will engage with.

From \$15,000

- One-week home page feature
- Two-day home page takeover
- One Surface 7 newsletter sponsorship
- Three social media posts (across platforms)



DESIGN DISPATCH

A daily newsletter going out to more than 100,000 opt-in subscribers. The newsletter features the top stories in the world of contemporary design and reaches an audience of creative-industry leaders.

One sponsorship rate \$5,000

- One top banner and one sponsored post
- 100 percent SOV



SOCIAL MEDIA PARTNERSHIP

Engage with our community and reach our highly qualified audience of more than 500,000 social followers that include that best of the creative class.

Sponsored

Single post: **\$5,000**

Three posts: **\$10,000**

Native

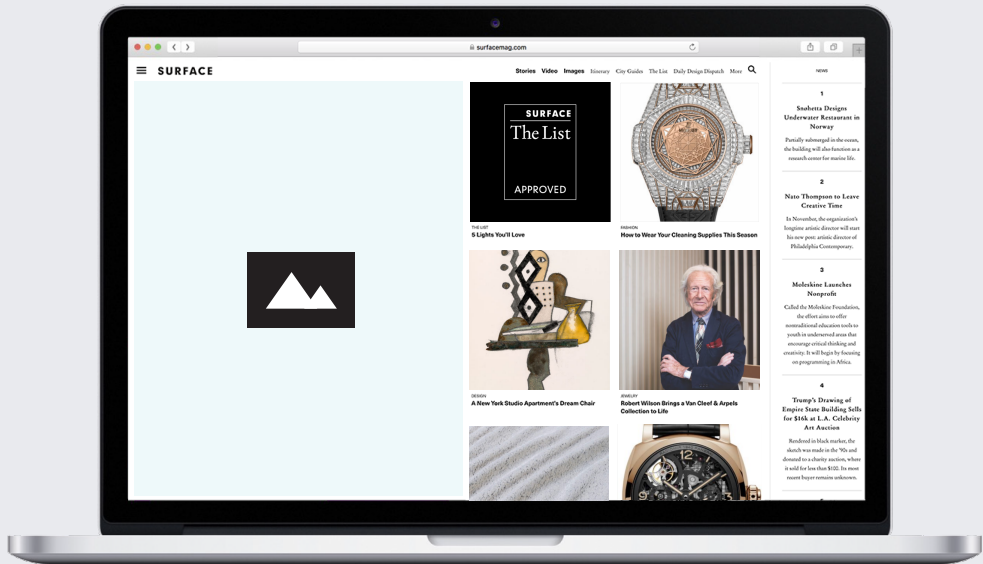
Single post: **\$8,000**

Three posts: **\$18,000**

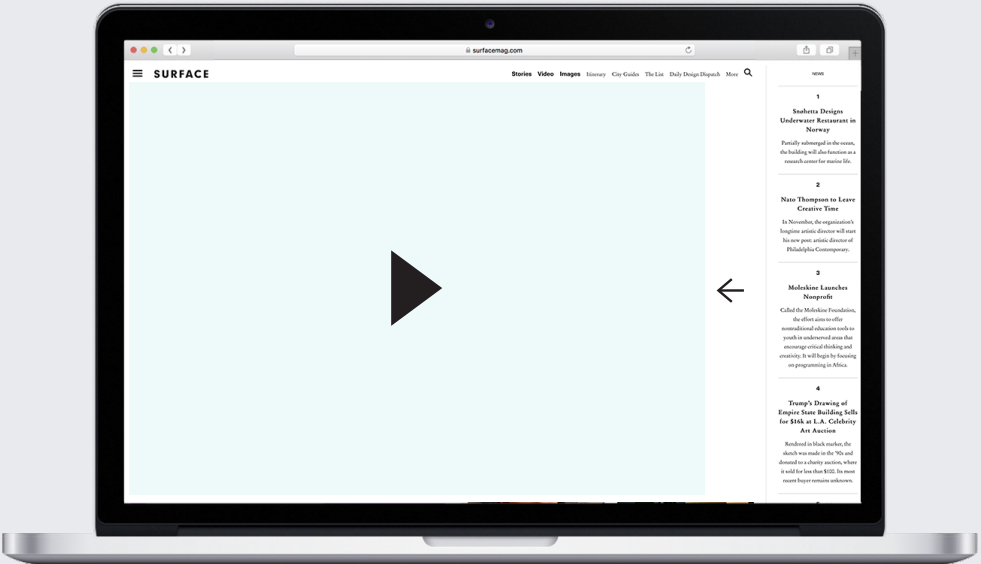
- Content developed with partner by Surface Studios
- Social channels selected for maximum reach (includes paid boosts)

Partnership Story Placement

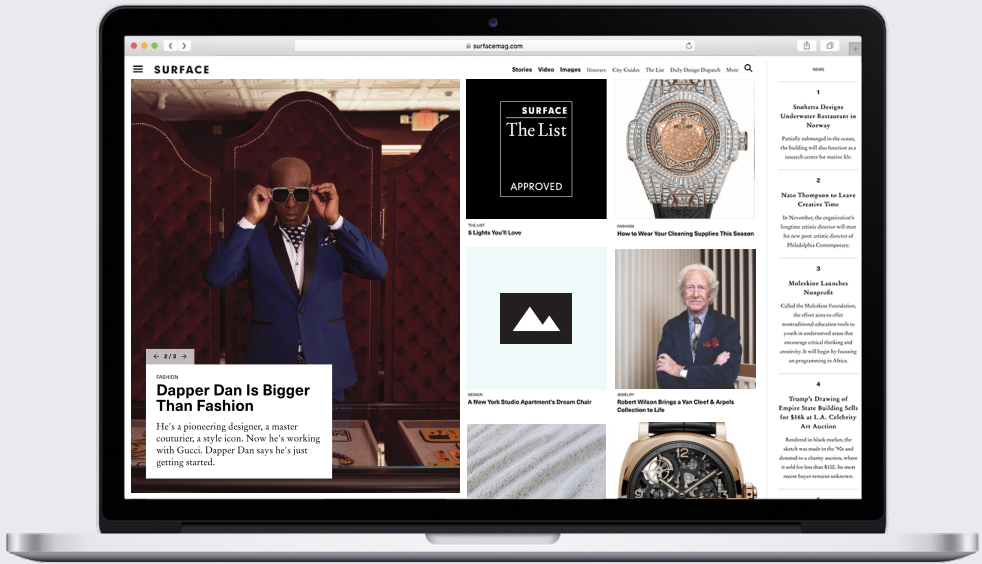
SURFACE



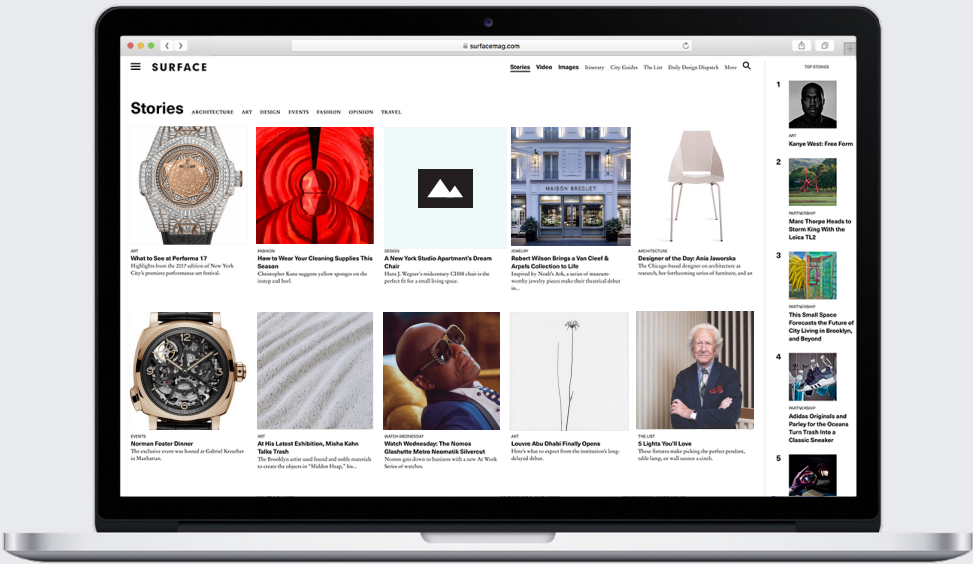
Launch: Two-day homepage takeover
1500x1875



Launch: Homepage video takeover
3000x1875



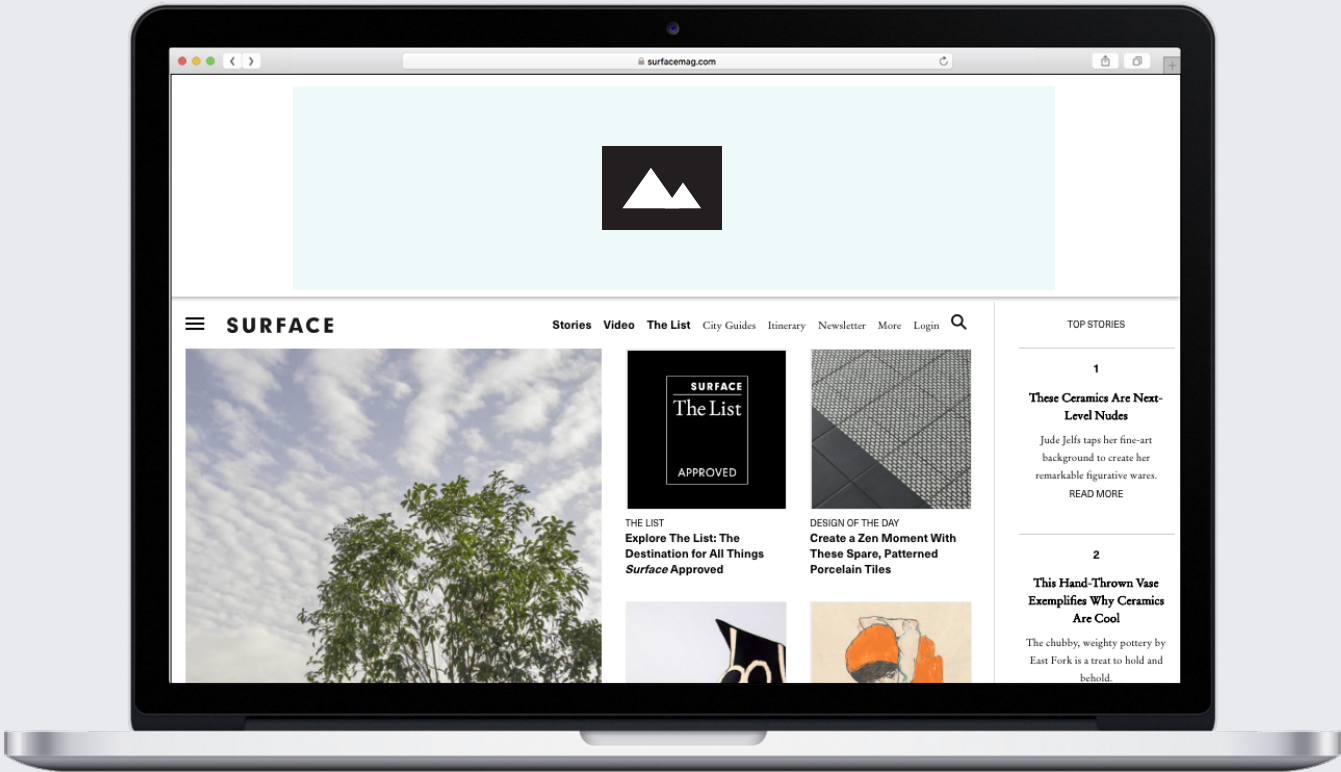
Post-launch: One-week homepage feature
1500x1875



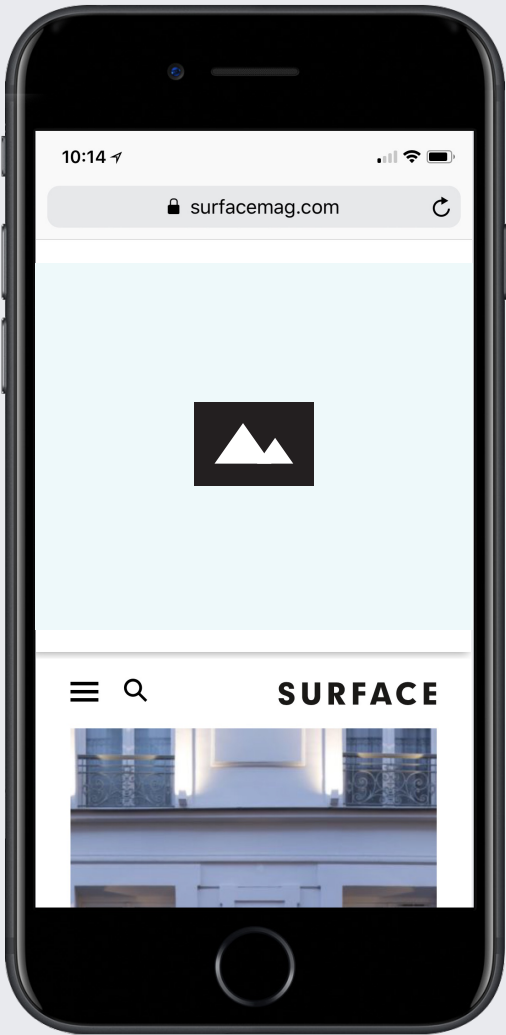
Post-launch: Searchable article index page
500x500

Digital Display Placement

SURFACE



Launch: Digital Display Banners
970 x 250

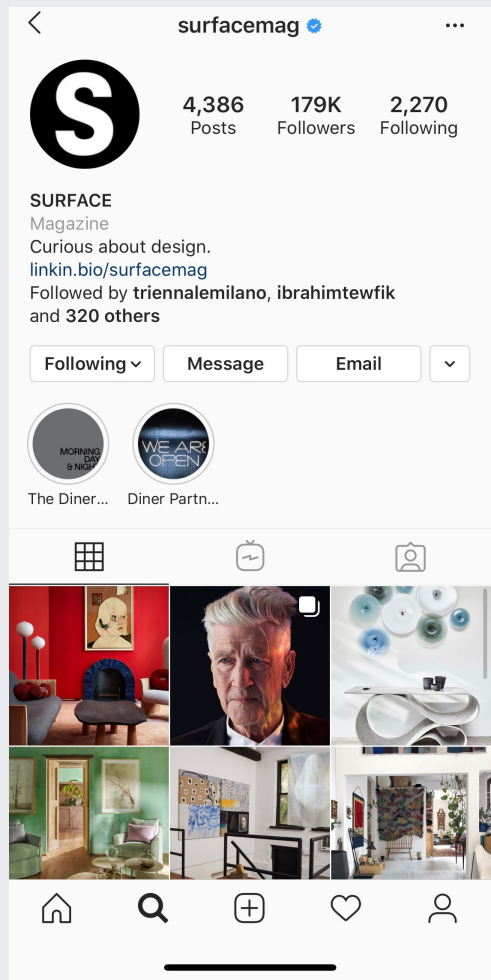


Launch: Digital Display - Mobile Banners
320 x 250

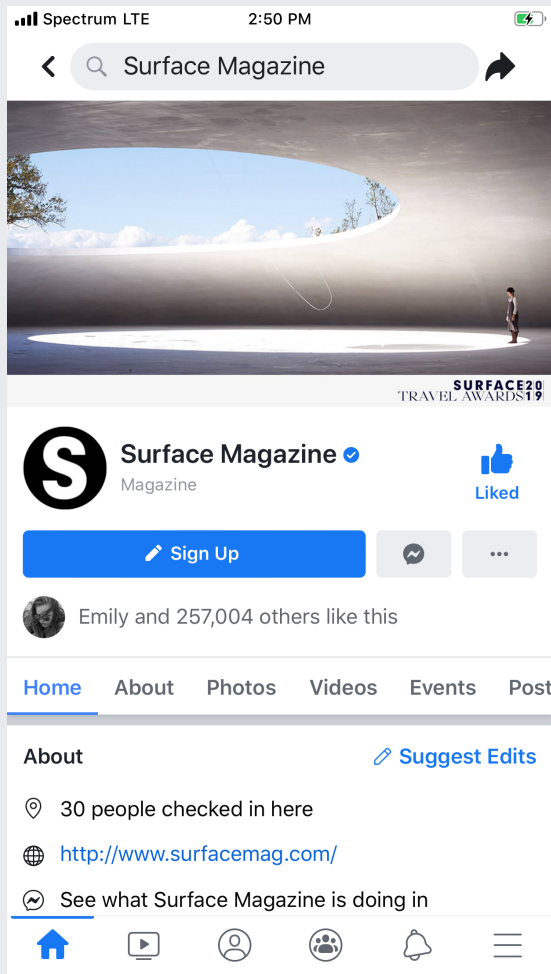
Social Media

SURFACE

Surface has an active online audience of fans from high-earning, international, and sophisticated demographics. Our loyal and engaged audience craves daily high-style content that drives conversations and purchases.



INSTAGRAM 179K



FACEBOOK 257K



TWITTER 42.5K

Banner Ad



Sponsored Post

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

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DESIGN DISPATCH

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

Design Miami

DECEMBER 4-8, 2019 MIAMI BEACH, USA

BUY TICKETS

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

The Staying Power of Gaetano Pesce

"There is no hierarchy in expression—it depends on the ideas," says Gaetano Pesce, whose Brooklyn studio is inaugurating Salon 94 and Salon 94 Design's brand-new Upper East Side space with "WORKINGALLERY," in which he virtually "\$1" of his own studio inside the gallery. Pesce himself will be working each afternoon (through Nov. 2), while his studio assistants complete routine, day-to-day tasks: preparing molds, pouring resin, and hand-finishing objects. The public is welcome to wander freely inside during regular opening hours and observe these processes unfold firsthand, complete with their cacophonous sounds, machines, and urgent, improvisatory energy. [Read more.](#)

What Else Is Happening?

Stefano Boeri unveils a conceptual "smart" city that contains 7.5 million plants.

Semi-naked activists, covered in fake oil, protest the National Portrait Gallery's [links to BP.](#)

LVMH considers adding French jeweler Tiffany's to its growing [coterie of brands.](#)

SPONSORSHIP OPPORTUNITY

From driving brand awareness, eCommerce or app downloads, to promotion of events, trade shows, and product launches, a Design Dispatch sponsorship can drive results.

SPONSORSHIP INCLUDES

- * 100% share of voice
- * Above the fold banner placement
- * Native ad from *Surface* editorial voice +
- * Call to Action

Frequency

Weekdays

Circulation

53k+

Avg Open Rate

30%