Mission

*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 feature close-up portraits of the most important and influential names in art, architecture, design, fashion, technology and travel.
Distribution

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

- **Male/Female**: 55/45
- **Median Age**: 37
- **Average HHI**: $303,000
- **Employed in Design Fields**: 65%
- **Travel Internationally more than two times per year**: 75%

**Frequency**: 5 times per year
**Total readership**: 441,250
**2020 Rate Base**: 100,000
**Readership**: 450,000
**Single issue price**: $20
**Subscription price**: $60

- **62% Paid Subscribers (includes in-room partners)**
- **25% Controlled Circulation**
- **4% VIPs**
- **3% Events/Public Placement**
Spotlight Packages

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

**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.

---

**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.

---

Max Ink Density
280 dpi

Image resolution
300 dpi

60 lb
Uncoated Stock

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

---

Bleed 1.25"
Crop marks 25" offset
Trim 8" x 10.875"
Safe area 7.375" x 10.25" .3125" away from trim

---

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.
Digital Demographics and Vitals

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

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

Professions:
- Executive
- Design
- Art
- Entertainment
- Business/Finance

Source: Google Analytics, August-October 2019.
Digital Opportunities and Rates

**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)

All rates listed are net.
Partnership Story Placement

**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

Launch: Digital Display Banners
970 x 250

Launch: Digital Display - Mobile Banners
320 x 250
Social Media

*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.
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

**Surface**

**What Else Is Happening?**

- Sotheby's names Charles F. Stewart as its new CEO.
- Los Angeles roads may soon be times stronger than asphalt.
- Despite the carrots and the sticks, LVMH considers adding French leader to its growing portrait gallery.
- Los Angeles lawmakers consider raising vertebrae and adding cartoon-like pairing to cranium.
- Premier league is reportedly looking for a beach house in the Caribbean to use as an off-field training camp.
- Elizabeth Taylor is reported to be in talks with Sotheby's about her growing art collection.
- New York lawmakers consider raising vertebrae and adding cartoon-like pairing to cranium.
- Despite the carrots and the sticks, LVMH considers adding French leader to its growing portrait gallery.

**Design Miami**

**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.

**The Staying Power of Gaetano Pesce**

"There is no formula in expression—it depends on the idea.” says Gaetano Pesce, whose Brooklyn studio is working closely with Sotheby’s in creating a space to house Design Miami Basel’s Upper East Side sales room. "WORKING GALLERY," to which he virtually "bought" his own studio inside the gallery. From himself to his studio assistants, Pesce’s way of working is everything that makes him — the energy, the urgency, the improvisatory energy. The new gallery is a space with "WORKING GALLERY," in which studio assistants complete his work..."