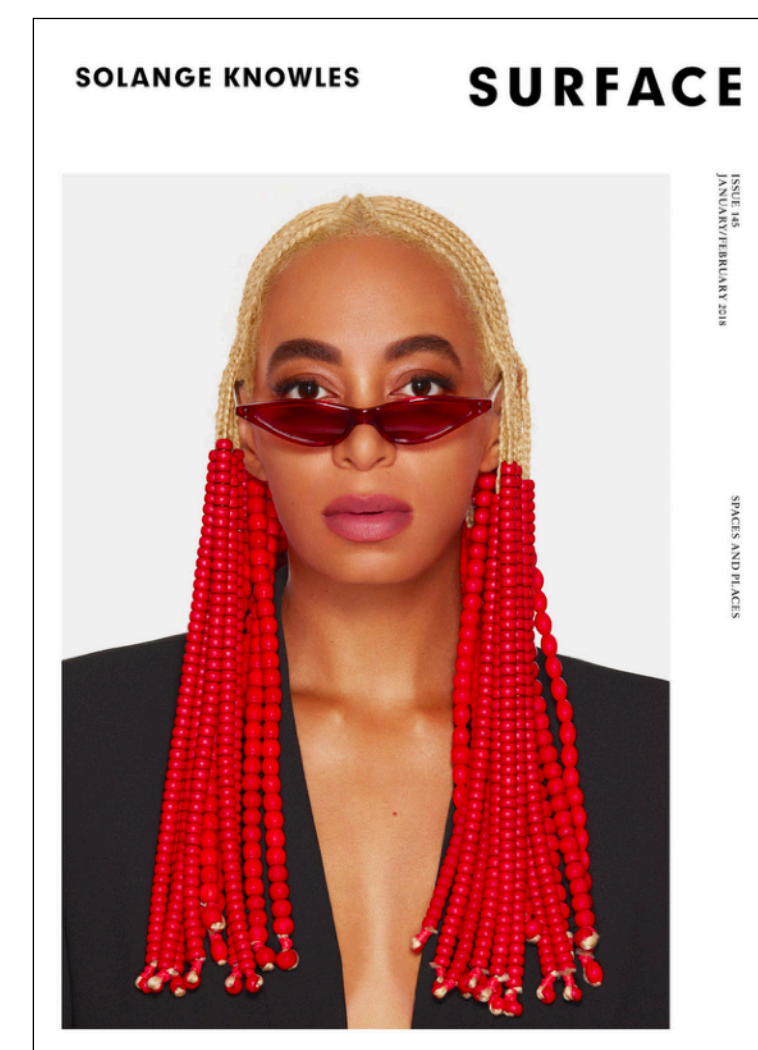


SURFACE

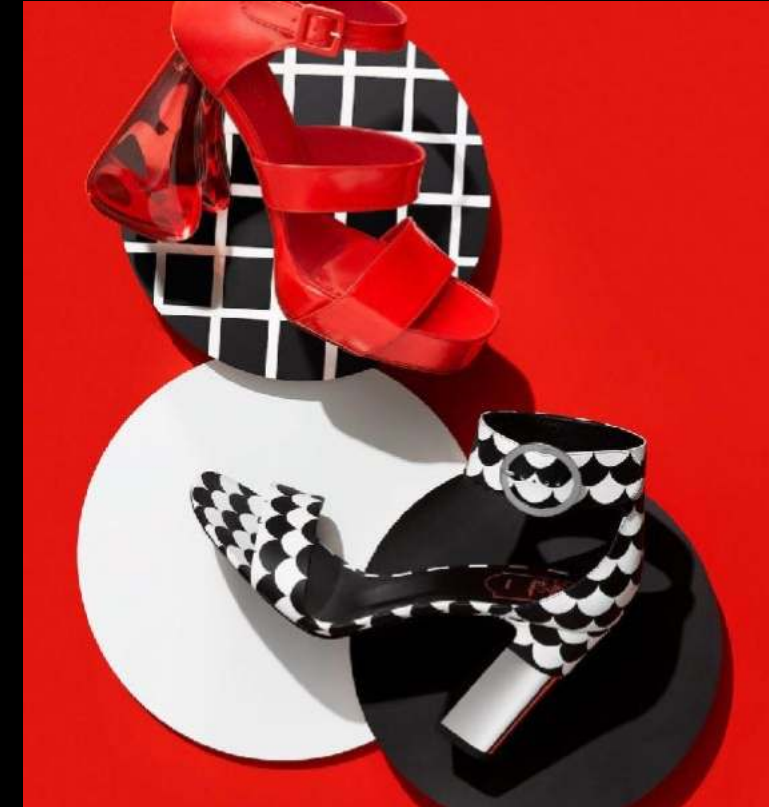
2023
MEDIA KIT



SURFACE

takes an **innovative**
approach to
storytelling.

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**; and **The List**, a curated directory of the best design firms and brands in art, fashion, travel and modern living.



“I read Design Dispatch every day. It’s one of the first things I read, and one of the only emails in my inbox I look forward to. I don’t skim it, I read it from start to finish.”

- **TINA FREY, DESIGNER**

“It’s one of the only newsletters I haven’t unsubscribed from.”

- **FERNANDO MASTRANGELO, DESIGNER**

“Best newsletter in the industry; I consistently send at least two things I learn from you a day to friends and colleagues.”

- **SARA GRIFFIN, CAMRON PR**

DESIGN DISPATCH: SURFACE’S DAILY NEWSLETTER

Design Dispatch is the singular, authoritative destination for news and insight into the world of design. *Surface* sends this daily newsletter to offer something for each one of subscribers, from the creative class to the design-curious.

It's the insider's daily digest of everything you urgently need to know about design.

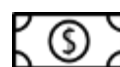
SURFACE AUDIENCE



MALE/FEMALE: **46/54**



MEDIAN AGE: **25-34**



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



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

DESIGN DISPATCH STATS



AUDIENCE SIZE: **52K**



OPEN RATE: **33.5%**



AVG CTR: **2.9%**



DISPATCHES: **DAILY**

JAN 18 2022

SURFACE

DESIGN DISPATCH

Wikipedia’s dicey NFT debate, Ricardo Bofill’s most otherworldly buildings, and a flowery Japanese funeral hall.



FIRST THIS

“Creating monetary value for a business through good design makes me the most proud.”

Ryan Korban

HERE'S THE LATEST



JAN 25 2022

SURFACE

DESIGN DISPATCH

A space-bound film studio, Polène’s pristine new Parisian flagship, and your very own “hirable” deepfake.

FIRST THIS

“Passion and creativity need to be encouraged, nurtured and celebrated.”

Sebastian Wrong

HERE'S THE LATEST



A Space-Bound Film Studio Will Take Flight in 2024

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

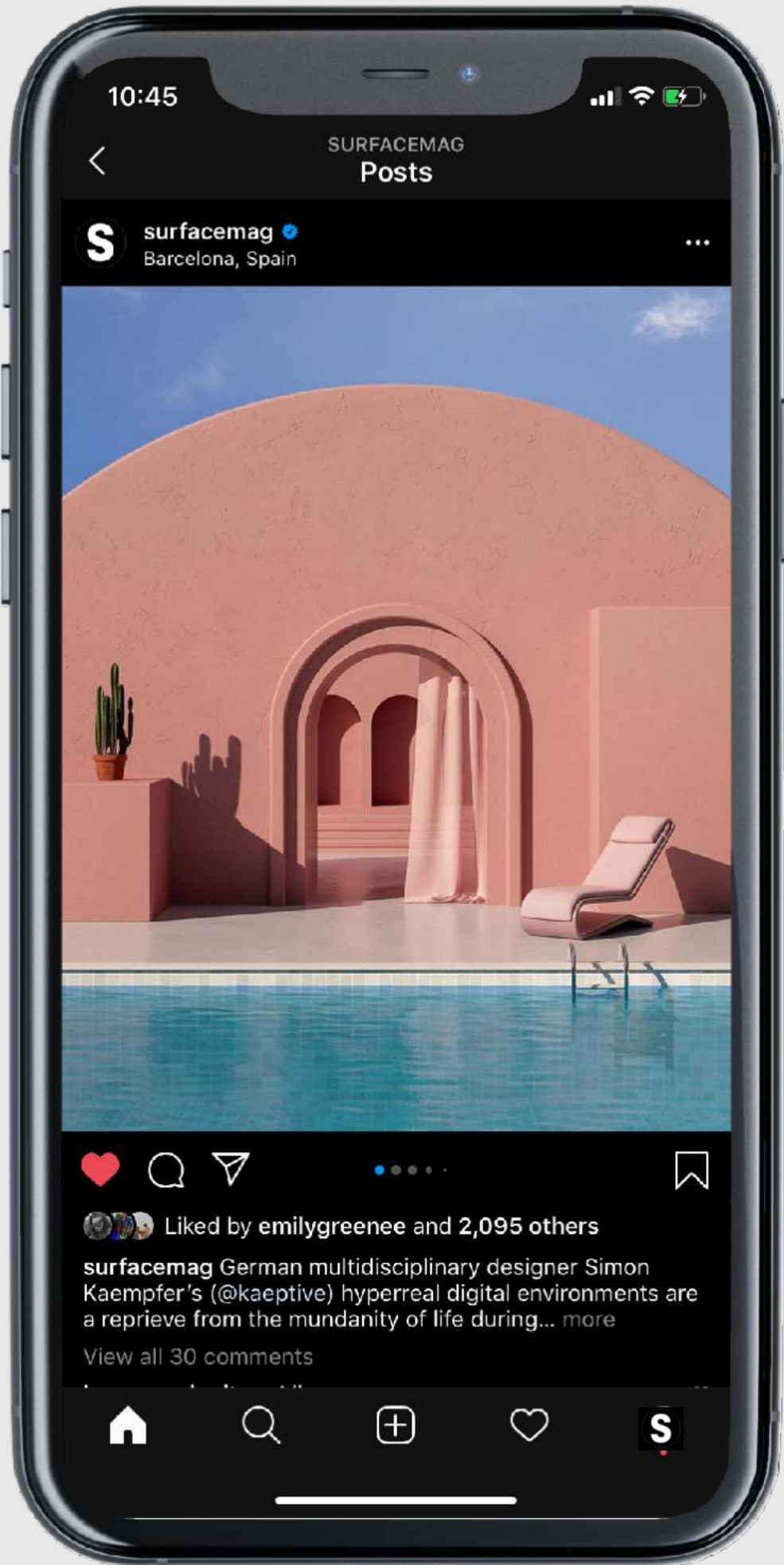
 INSTAGRAM: ~**200K**

 FACEBOOK: ~**250K**

 TWITTER: ~**40K**

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

SURFACE'S
DIGITAL
INFLUENCE



4.8M+

Surface attracts the best of the creative class. Our engaged audience includes:

David Adjaye, J.W. Anderson, Tadao Ando, Zaha 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



PARTNERSHIP OPPORTUNITIES

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.



SURFACE STUDIOS

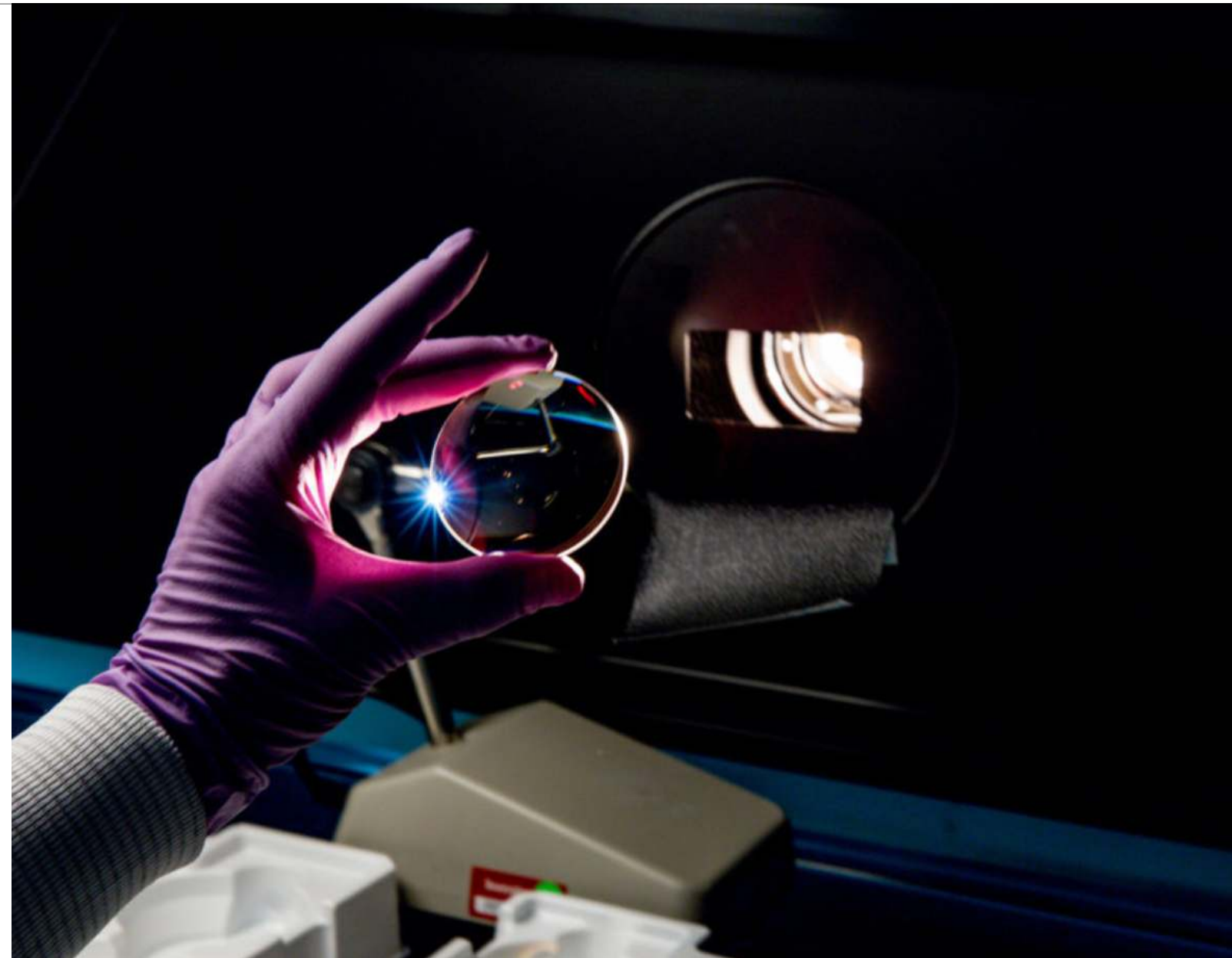
Leading design brands trust Surface Studios to produce custom content they can't get anywhere else. With an expert team of world-class journalists, editors, photographers, video producers and designers, we deliver dynamic, top-quality work.

Surface Studios productions include:

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

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

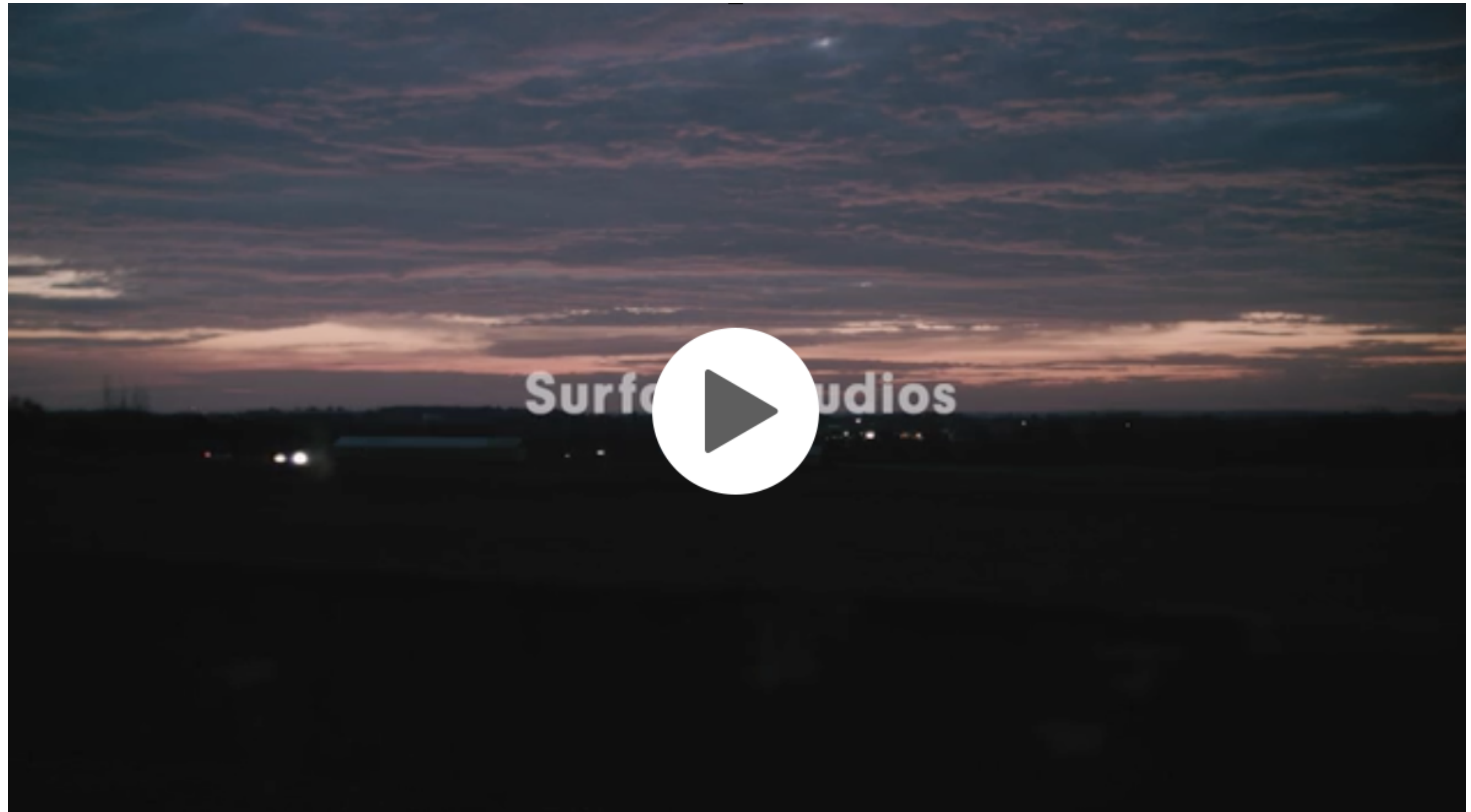
How It's Made: This feature story takes a deep dive into the design and production process of a particular object or collection. The story explores, in detail, each step of the making of a product from inception to execution. This includes the design and ideation process, the manufacturing steps and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

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 Video: *Surface* x JDS

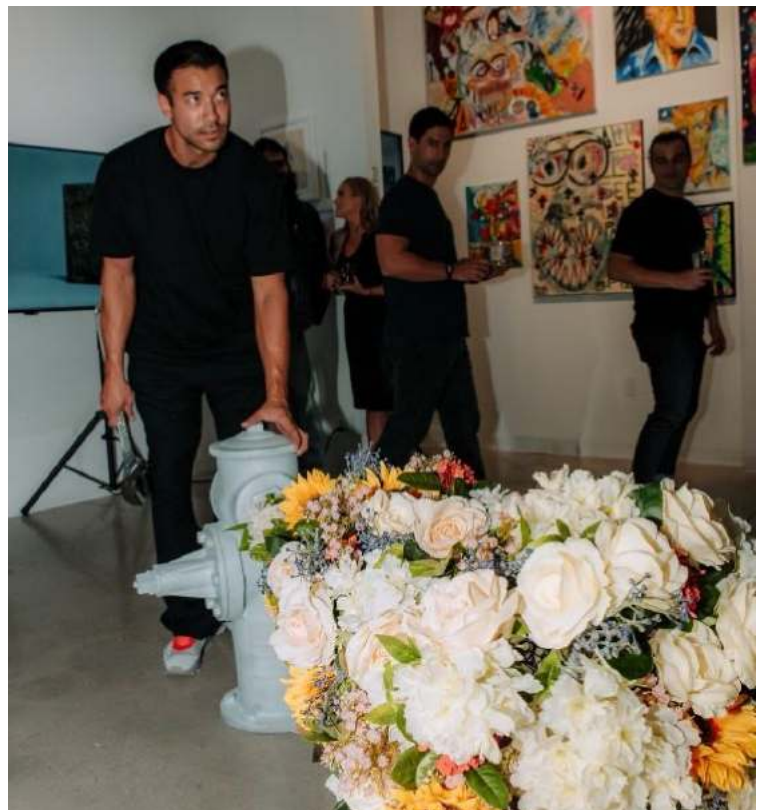




CASE STUDIES

In 2021, *Surface* opened **Surface Area**, a curated **art gallery**, **furniture** and **design showroom**, and event activation space in the coveted **Miami Design District**.





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.

[See more here.](#)



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.

[See more here.](#)



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



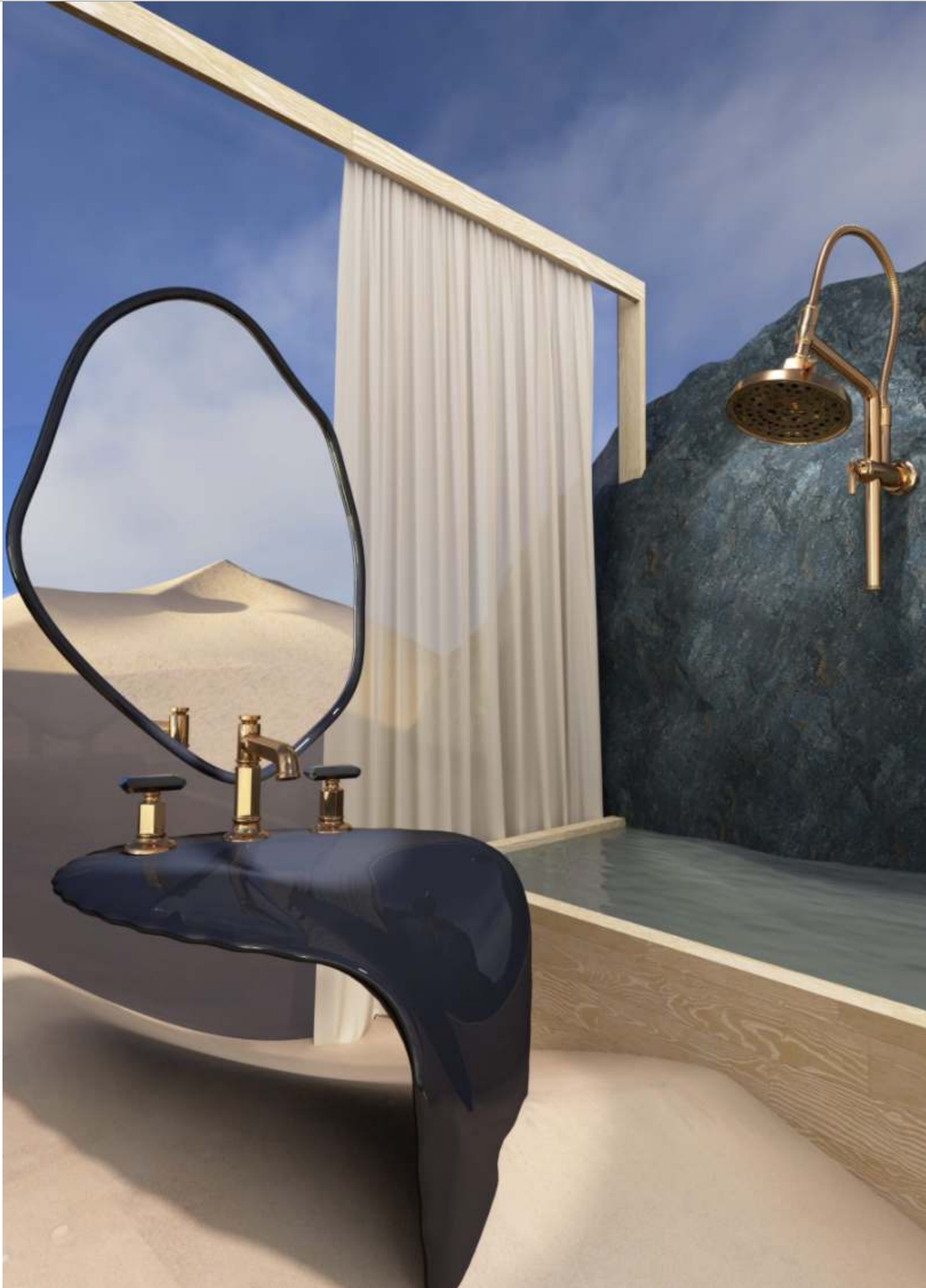
SURFACE X BRIZO

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

