

designlines

your guide to design in Toronto

**2023
Media Kit**



Who We Are

Published four times a year, Designlines is Toronto's **ultimate source** of contemporary design, featuring innovative homes, products and creators, as well as an insider's look at the best furniture showrooms and décor shops.

Designlines' multi-pronged media platform includes **print and digital editions** of the magazine; an up-to-the-minute website; a weekly **e-newsletter** that reaches a wide audience of design-savvy subscribers; and four widely followed **social-media channels** that supply a constant stream of timely and visually compelling information.

- A **curated guide** to contemporary design in the GTHA
- An **invaluable source of information** for design-oriented consumers and professionals
- A showcase of innovative **home interiors, furniture and products**
- Reviews of **new design stores and showrooms**
- Profiles of **Toronto's best designers and creators**
- An insider's look at design-forward **urban initiatives and spaces**

PROJECT BY REFLECT ARCHITECTURE
PHOTO BY ARASH MOALLEMI



Our Audience*

HIGHLY ENGAGED

- **66%** visited a showroom as a result of reading Designlines
- 64% made a purchase as a result of reading Designlines

DESIGN-FOCUSED

- **44%** are design professionals
- 31% are design curious
- 21% are design obsessed

SOPHISTICATED

- **13%** are under 39 years of age
- 18% are between 40 and 49 years of age
- 29% are between 50 and 59 years of age

HIGHLY EDUCATED

- **48%** completed an undergraduate degree
- 30% completed graduate school

HIGH-INCOME EARNING

- **81%** own their residence
- 29% have a household income between \$75,000 and \$150,000
- 21% have a household income over \$150,000

*Data from our reader survey

PROJECT BY CREATIVE UNION NETWORK
PHOTO BY RILEY SNELLING



PRINT + DIGITAL MAGAZINE

104,500+

readers per issue average*

55,000 copies per issue

- **10,000** inserted in the Globe & Mail**
- **14,500** inserted in the Toronto Star**
- **23,000+** to showrooms, galleries, restaurants and public spaces across the GTA*
- **700** on GTA newsstands
- + **Bonus Distribution** for every issue



DESIGNLINESMAGAZINE.COM

18,000

unique website monthly visitors



SOCIAL MEDIA

30,500

total audience



E-NEWSLETTER

10,250

e-newsletter subscribers

Audience by Platform

Designlines' diversified media platform reaches an enthusiastic audience ranging from consumers to professionals through print, online, social media and email channels.

104,500+ Print & Digital Magazine

18,000 Designlinesmagazine.com

30,500+ Social Media

10,250 E-newsletters

163,000+ Total Audience

*Data from our reader survey

**Average per issue

Editorial Calendar

ISSUE 1

NEW SPACES AND RENOS

Small Spaces

Design-savvy solutions and inspiration for narrow urban houses, petite condos and tiny rentals.

LOOK BOOK

Bathrooms

FEATURED PRODUCTS

Storage
Wallpaper and paint

Space booking: Dec 7
Material deadline: Dec 14
Distribution: Jan 20

Bonus distribution: IDS

ISSUE 2

RENOS AND ADDITIONS

Top Renovations

Celebrating the most ingenious renovations and the creative minds and ideas behind them.

LOOK BOOK

Kitchens

FEATURED PRODUCTS

Windows and doors
Countertops and surfaces

Space booking: Mar 1
Material deadline: Mar 8
Distribution: Apr 7

ISSUE 3

NEW HOUSES AND CONDOS

Sustainable Design

Celebrating environmentally sound homes and condos, socially conscious initiatives and products, and new tech.

LOOK BOOK

Sheds, prefabs and outbuildings

FEATURED PRODUCTS

Home technology
Rugs, from A to Z

Space booking: May 31
Material deadline: June 7
Distribution: July 7

ISSUE 4

THE WINNER IS ...

Designer of the Year

Showcasing the results of our annual Designer of the Year contest with the city's most coveted residential interiors.

LOOK BOOK

Living-dining spaces

FEATURED PRODUCTS

Flooring and tile
Lighting

Space booking: Sept 6
Material deadline: Sept 13
Distribution: Oct 13

"Designlines is well curated content that captures our current cultural movements through design and architecture. While international publications capture the global imagination, it's so valuable to have a publication focused on the rapidly growing innovative design work happening in the Toronto sphere."

— **Trevor Wallace**, Reflect Architecture

Rates + Specs

FILE SPECIFICATIONS*

FTP	FTP information available on request
File formats	PDF, with fonts embedded and no trapping. InDesign file collected for output, with all fonts included and all pictures saved in CMYK Photoshop or Illustrator files**
Bleed	1/8" (on full pages and spreads only)
Type safety	1/4" from trim size (on full pages and spreads only)
Images	All images at 300 dpi in CMYK. No RGB files
Line screen	150
Match print	Digital colour proof (Pictro), match print***

* Material requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.

** File format should be EPS with fonts rasterized or outlined.

*** We do not guarantee colour reproduction without a certified match proof.

Additional Print Solutions

CUSTOM OPPORTUNITIES

Tell Your Story to Our Audience! Our editorial and art teams will work with your brand to develop unique content and deliver a customized and unique editorial that communicates the value of your brand to our audience.

Custom content is available in one, two, or four-page formats.

PRE-PRINTED INSERTS

Loose postcards/leaflets may be inserted into the magazine. Larger and heavier material, such as brochures, can be polybagged with the magazine. Contact us for rates and availability.

Note: A 10% discount is available for 2022 Azure advertisers with a minimum of three booked insertions.

All rates are net, expressed in Canadian dollars, and do not include applicable taxes. Prevailing exchange rate for foreign currencies will be applied.

NET RATES

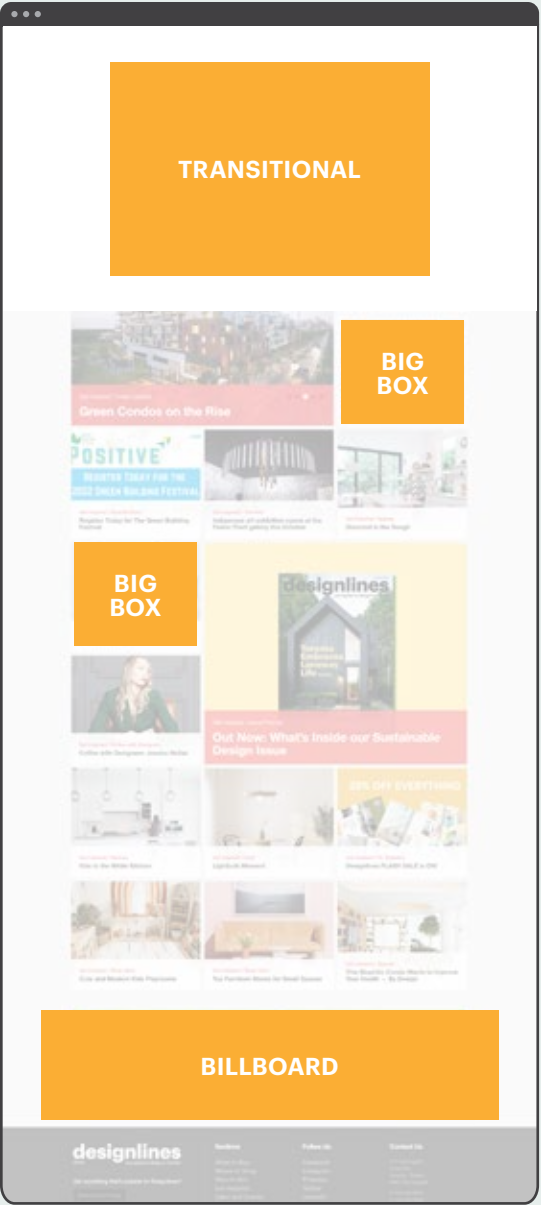
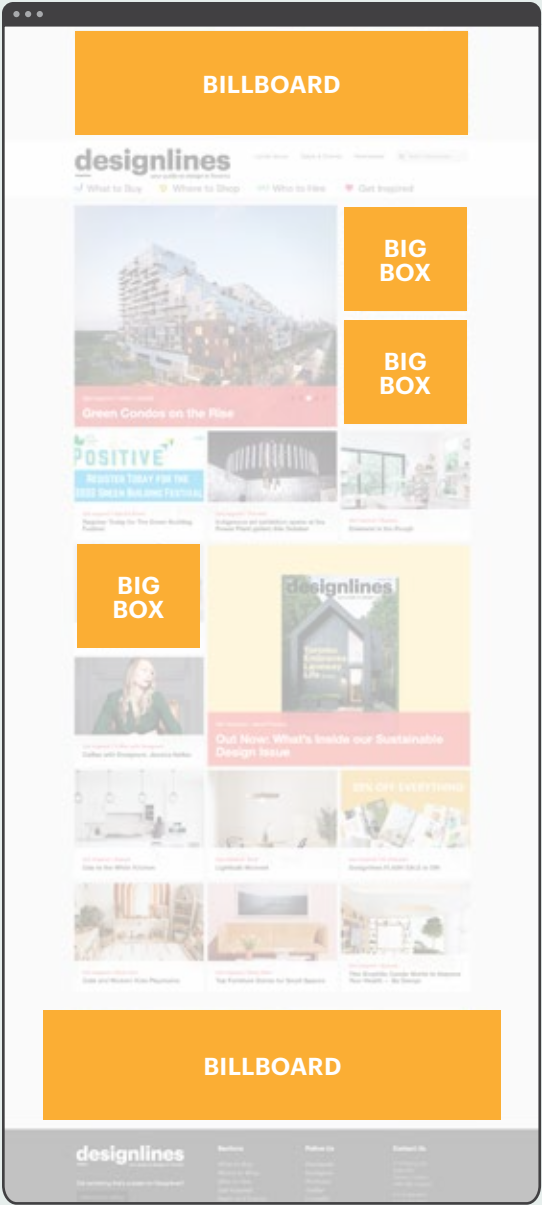
	1x	2x	4x	WIDTH x HEIGHT (INCHES)
2 page spread	\$6,400	\$6,220	\$5,900	16 x 11½ (bleed) 15¾ x 10¾ (trim) 15¼ x 10¾ (live area)
Inside front cover spread	\$7,450	\$7,360	\$6,980	
1 page	\$3,840	\$3,700	\$3,390	8½ x 11½ (bleed) 7¾ x 10¾ (trim) 7¾ x 10¾ (live area)
Outside back cover	\$4,720	\$4,550	\$4,130	
Inside back cover / Contents	\$4,235	\$4,200	\$3,900	
½ page – horizontal	\$2,320	\$2,210	\$2,030	6¾ x 5 (trim)
½ page – vertical	\$2,320	\$2,210	\$2,030	3¾ x 10 (trim)

“Advertising in Designlines means I have the eye of the Toronto design community, ensuring people know and understand Minimal Toronto as a brand. When represented in Designlines, clients and readers know they are getting the most exclusive collections in Toronto.” — Michael Cunningham, Founder @Minimal Toronto

DESIGNLINESMAGAZINE.COM

Display Ads

Display advertising on the Designlines website puts your brand where the content lives. The Billboard unit alternates between two prominent site-wide positions: above the site navigation and above the footer. The Big Box has the same dimensions as the content boxes, allowing it to flank the homepage carousel or to be interspersed with the editorial content. The Transitional ad unit is inserted between our popular content sections.



SIZES	WIDTH x HEIGHT (PIXELS)
Billboard	970 x 250
Big Box	300 x 250
Transitional	640 x 480

SPECIFICATIONS

Rich Media We accept HTML5, DHTML, 3rd party tags and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. Flash format is not accepted for email advertisements. Creative with a white background must have a minimum 1-pixel border.

Material Submission All creative must be received 5 business days prior to start of scheduled program.

[DESIGNLINESMAGAZINE.COM](https://designlinesmagazine.com)

Custom Article

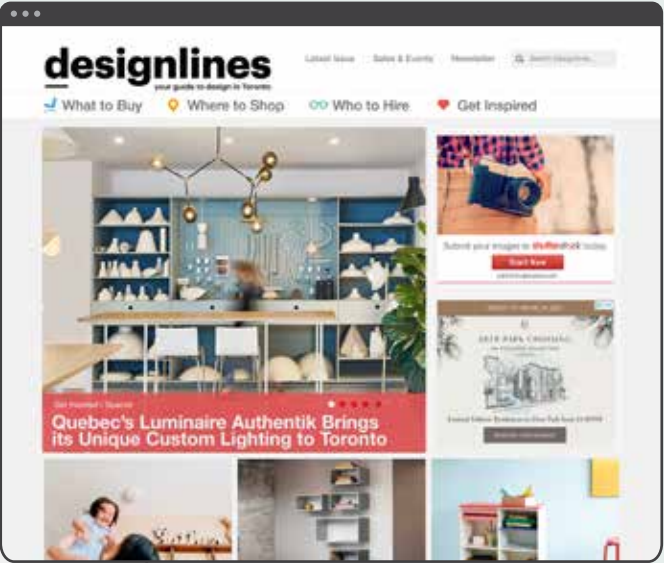
Let Designlines feature your brand with a custom article. Tell your story, feature your showroom or choose a relevant topic to reach our growing online audience.

Our editorial team will create a custom article based on a provided theme and material submission. The article will be published on designlinesmagazine.com and displayed in prominent positions on the homepage and in the **Get Inspired** section. The article will also be promoted via our weekly newsletter and social media channels.

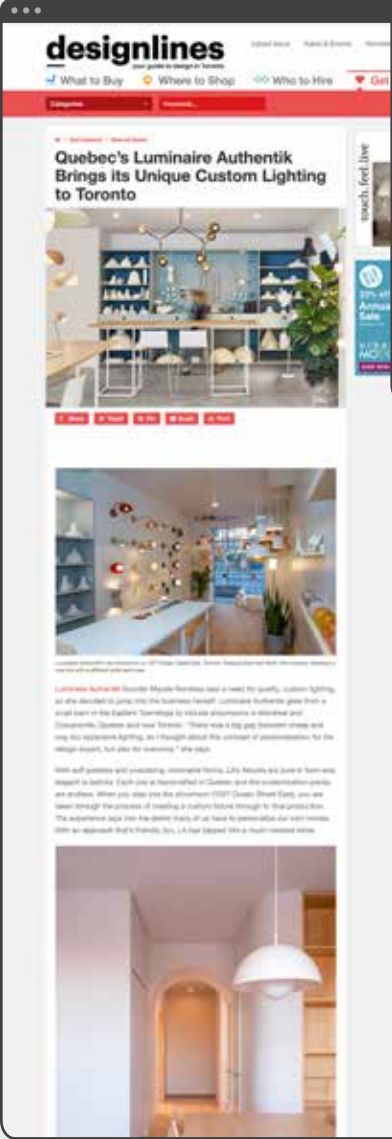
Total campaign impressions received: average of 15,000-20,000.

SPECIFICATIONS

- Booking deadline: 3 weeks before posting.
- Article theme, outline and images provided by client.
- 5-10 high-res photos required.
- Material is subject to approval by Designlines.



HOMEPAGE CAROUSEL



ARTICLE



NEWSLETTER



SOCIAL

[DESIGNLINESMAGAZINE.COM](https://designlinesmagazine.com)

Product Feature

Feature 4 products with an annual campaign in our **What to Buy** section to draw attention to your most exciting launches. Our team will write quarterly product listings, all of which are featured in a prominent position on the homepage.

Each time the Product Feature is refreshed, the new product is displayed on the homepage carousel and its article grid. It is additionally promoted via our weekly newsletter and social media channels.

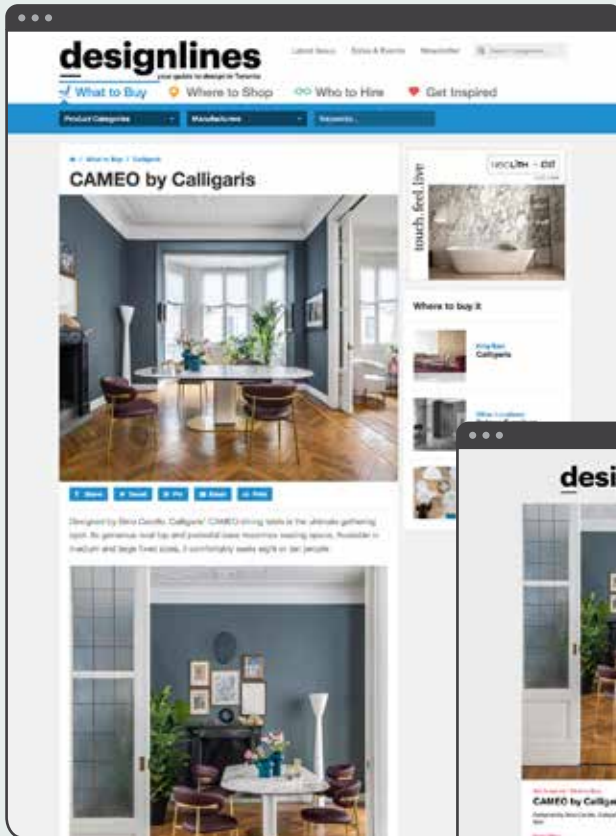
SPECIFICATIONS

Booking deadline: 3 weeks before posting.

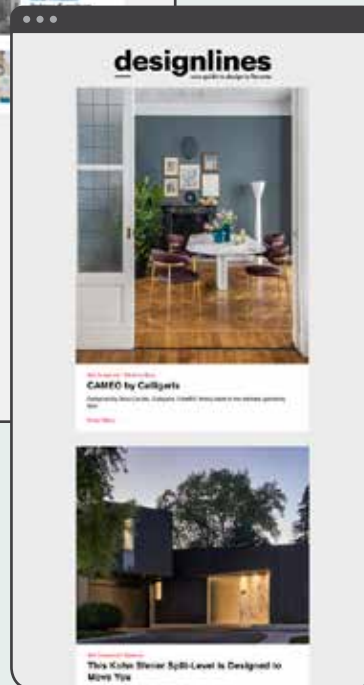
Product outline and images provided by client.

5-10 high-res photos required.

Material is subject to approval by Designlines.



ARTICLE



NEWSLETTER



SOCIAL

DESIGNLINESMAGAZINE.COM

DL Enhanced Listing

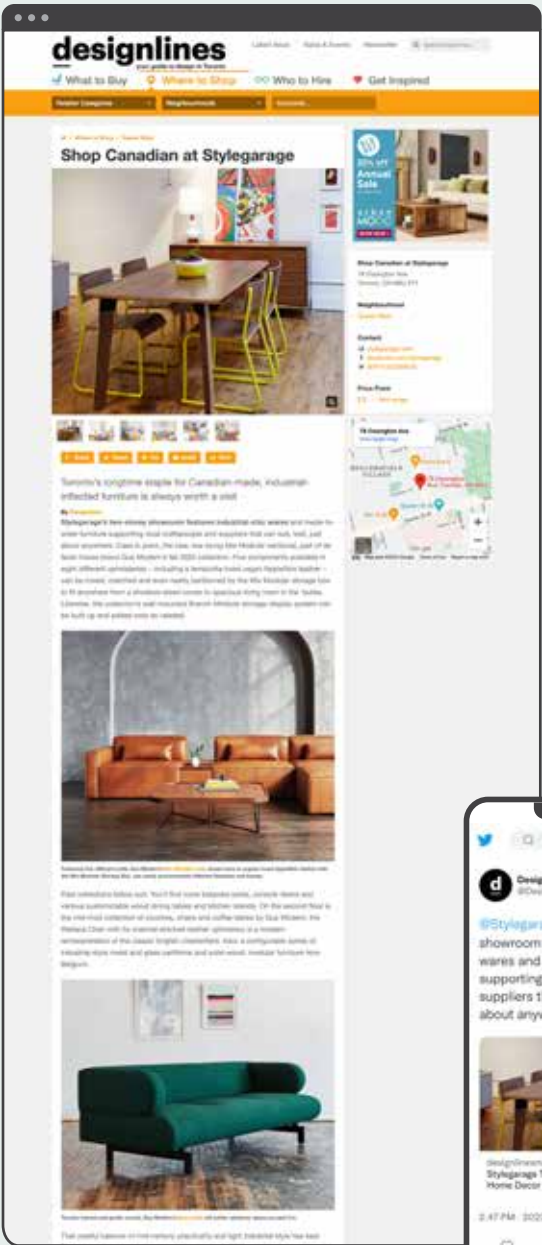
Designlines will create an enhanced retail listing for your store. The listing offers the opportunity to showcase new product lines, launches, best sellers, staff favourites, or other relevant facets of the retailer business.

The enhanced listing is displayed on both the homepage's carousel and its article grid. The listing will also be promoted on the section landing page for **Where to Shop**.

To drive traffic to your enhanced listing, it will also be promoted via our weekly newsletter and social media channels.

SPECIFICATIONS

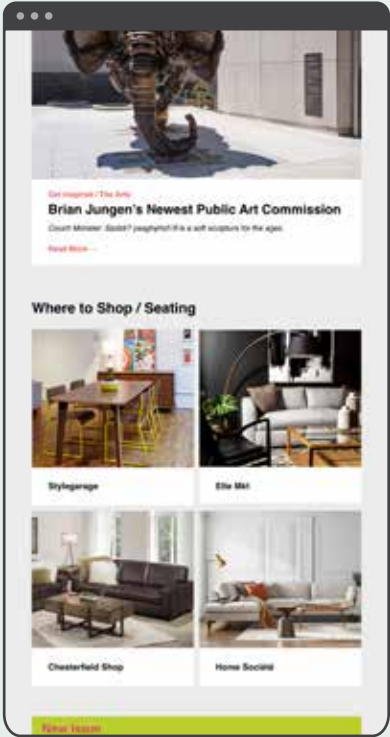
- Booking deadline: 3 weeks before posting.
- Enhanced listing outline and images provided by client.
- 5-10 high-res photos required.
- Material is subject to approval by Designlines.



ARTICLE



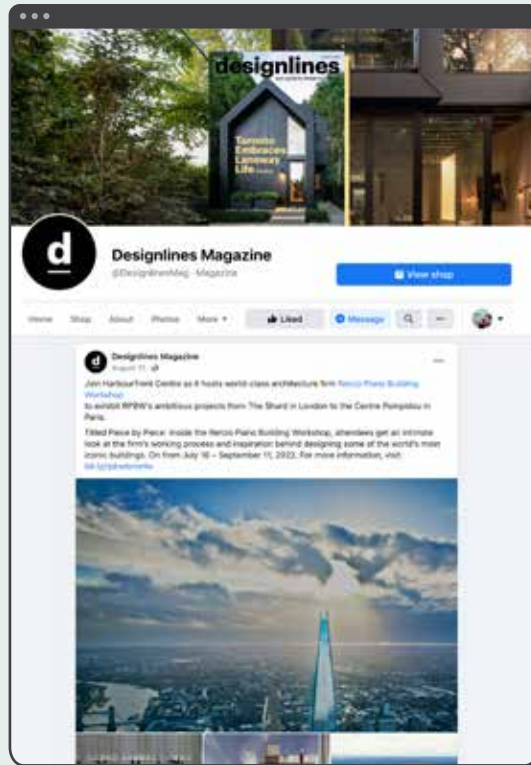
SOCIAL



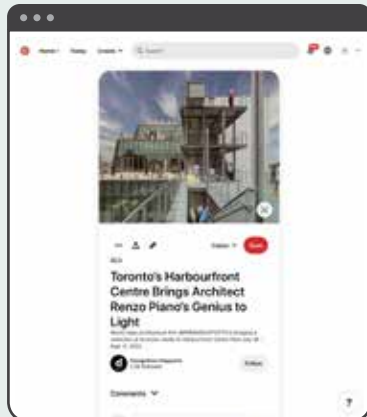
NEWSLETTER



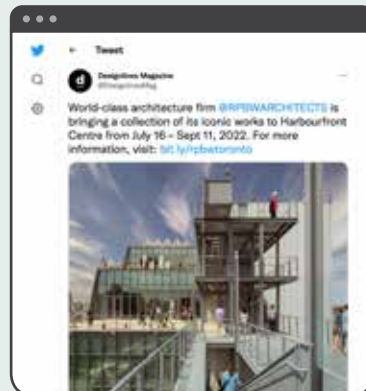
INSTAGRAM



FACEBOOK



PINTEREST



TWITTER

SOCIAL MEDIA

Custom Campaign

Deliver your brand message via Designlines' growing social media channels and reach our design-savvy audience.

10,000+ Twitter

15,400+ Instagram

3,000+ Facebook

2,100+ Pinterest

30,500+ Total Audience

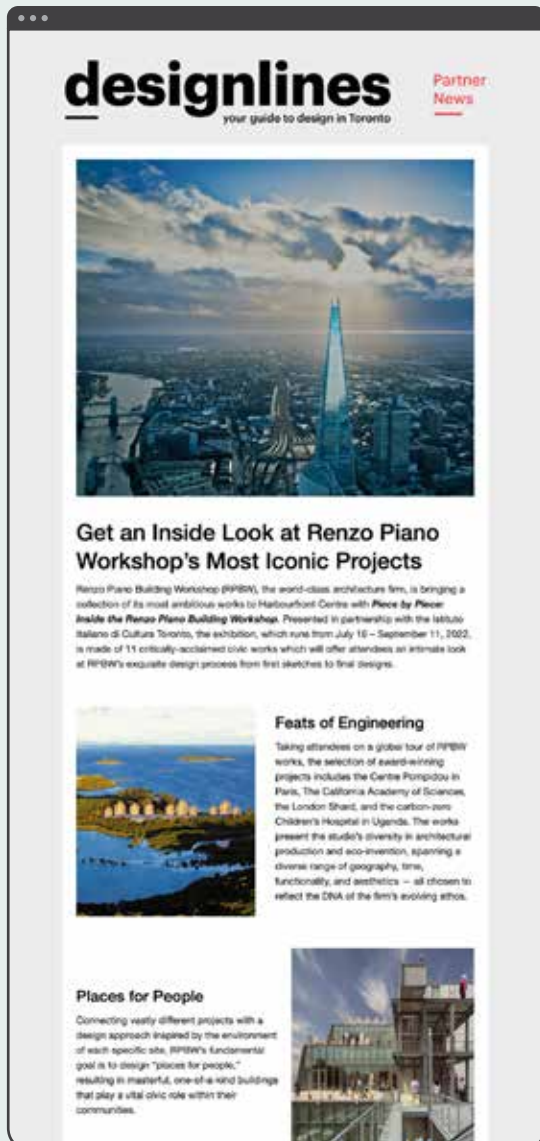
SPECIFICATIONS

Booking deadline: 3 weeks before posting.

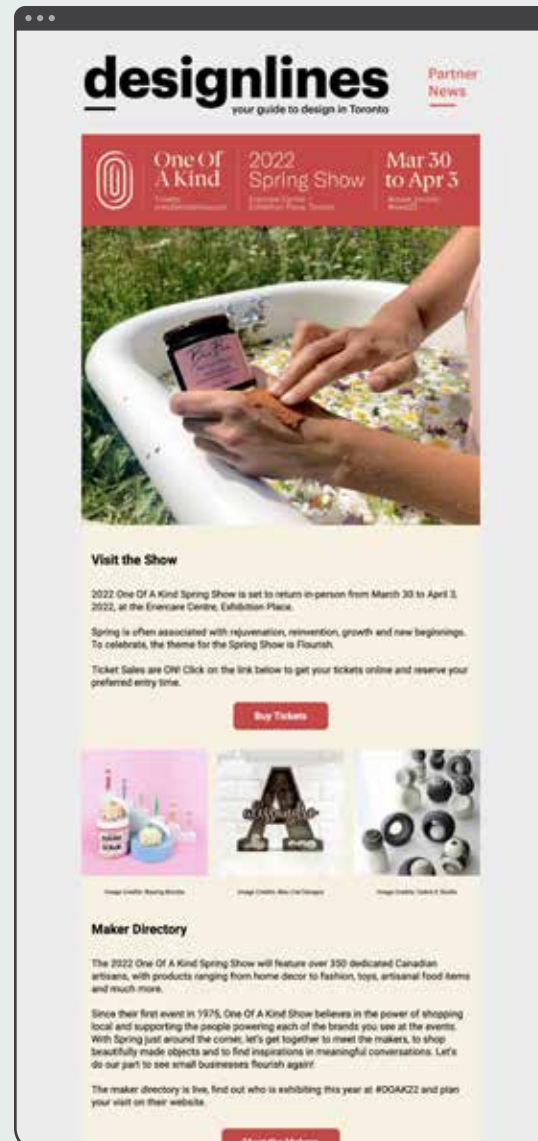
Posting outline and high-res images provided by client.

Material is subject to approval by Designlines.

Standard package includes: one Facebook post, two Instagram stories and two Twitter posts.



EXAMPLE 1



EXAMPLE 2

E-NEWSLETTER

Dedicated Newsletter

Deliver your brand message to Designlines' 10,250 newsletter recipients. Market your event, showroom opening, special offers, and new products.

SPECIFICATIONS

Booking deadline: 3 weeks before posting

Material deadline: 2 weeks before posting

For Designlines to create a customized HTML file using our templates, a charge of \$150 per hour applies. No additional charge if HTML file is supplied.

E-NEWSLETTER

Banner Ads

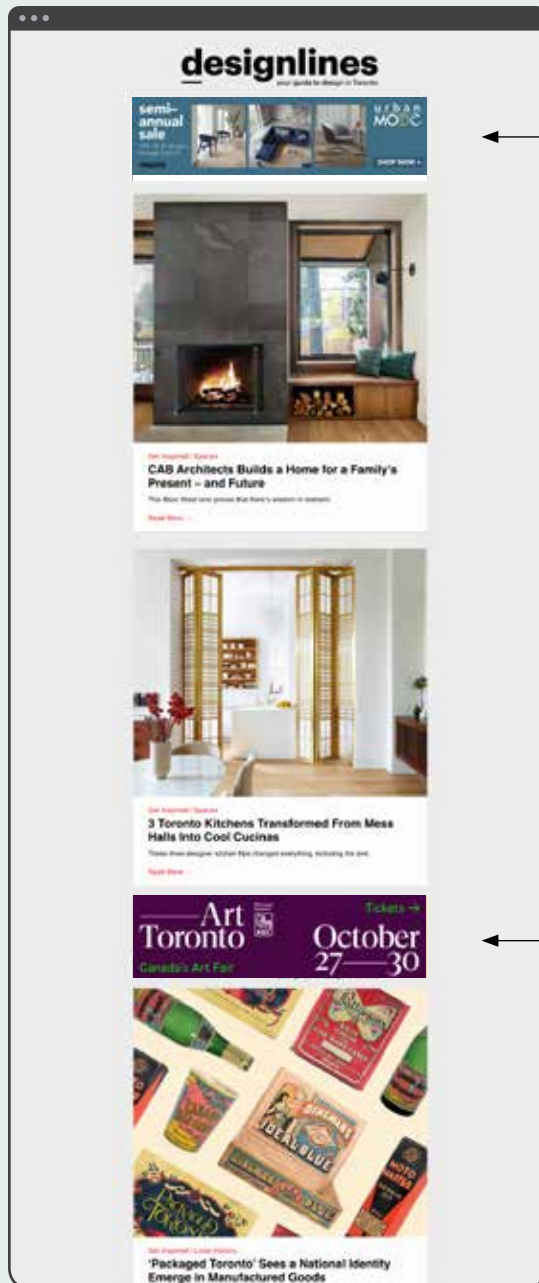
Get your message out to an avid readership across the GTA through the Designlines' weekly e-newsletter. Reaching 10,250 design enthusiasts, the weekly newsletter is an excellent medium for communicating a brand message or time-sensitive offers.

Sold on an annual basis, banners rotate monthly between the top and middle locations. Creative can be replaced quarterly (every 3 months).

SPECIFICATIONS

Rich Media We accept HTML5, DHTML, 3rd party tags and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. Flash format is not accepted for email advertisements. Creative with a white background must have a minimum 1-pixel border.

Material Submission All creative must be received 5 business days prior to start of scheduled program.



BANNER

Digital Rates + Specs

DISPLAY ADS	WIDTH x HEIGHT (PIXELS)	FLAT RATE (PER MONTH)
Billboard	970 x 250	\$1,400
Big Box	300 x 250	\$950
Transitional	640 x 480	\$1,800

CUSTOM	FLAT RATE
Custom Article on designlinesmagazine.com	\$2,400 per post
Product Feature	\$3,900 annually
DL Enhanced Listing	\$1,900
Custom Campaign	\$1,100 per campaign
Dedicated Newsletter	\$2,200 per deployment

E-NEWSLETTERS	WIDTH x HEIGHT (PIXELS)	FLAT RATE (PER ANNUM)
12 Banner Ads	640 x 480	\$3,900

Designer of the Year

Sponsor the DL Designer of the Year Award

Toronto has a wealth of innovative design — from unique laneway homes to ingenious renovations and new builds. We celebrate the talented people behind the projects.

The DL Designer of the Year Award honours the best residential interior specialist in the city. Now in its fifth year, the competition has morphed from an opportunity to produce an exciting editorial package (a reader favourite) into a successful and highly anticipated – and sponsored – competition. Join us in this celebration of local excellence.

Partner with the DL Designer of the Year award to align your brand with Toronto’s most outstanding residential interior design firm:

- **Receive continuous brand exposure** in DL Designer of the Year award communications on all print and digital platforms
- **Additional benefits** including bonus online and print advertising



OUR 2021 DESIGNER OF THE YEAR WINNERS ANDREW AND JODI BATAJ-CSORBA, SEEN HERE AT ONE OF THEIR PROJECTS, MILKY'S COFFEE. PHOTO BY A RASH MOALLEMI.



PROJECT BY REFLECT ARCHITECTURE
PHOTO BY ARASH MOALLEMI

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