

# designlines

your guide to design in Toronto



**New  
website  
coming  
2024**

**2024 Media Kit**



PROJECT BY LUCIANI PROJECTS  
PHOTO BY RAFFI TUTUNDJIAN

## Who We Are

Now in its 23rd 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 full of unique content; 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 GTA, including furniture and design retailers, restaurants and galleries
- A beautiful showcase of innovative **houses and condos** by top local studios
- In-depth profiles of **the best local designers and artisans**
- An insider's look at design-forward **urban initiatives and spaces**
- A **sneak peek** at emerging trends and products





## 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

- **29% are between 50 and 59 years of age**
- 18% are between 40 and 49 years of age
- 13% are under 39 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 2021 reader survey

PROJECT BY CANALSIDE STUDIO  
PHOTO BY KENNETH WONG



## PRINT + DIGITAL MAGAZINE

**104,500+**

readers per issue average\*

**50,000 copies per issue**

**14,000** inserted in the Globe & Mail\*\*

**14,500** inserted in the Toronto Star\*\*

**16,500+** to showrooms, galleries, restaurants and public spaces across the GTA\*

**500** on GTA newsstands

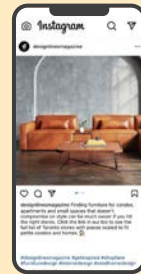
**Bonus Distribution** for every issue



**DESIGNLINESMAGAZINE.COM**

**23,000**

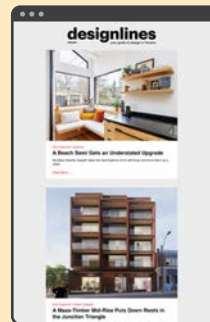
unique website monthly visitors



**SOCIAL MEDIA**

**36,500**

total audience



**E-NEWSLETTER**

**10,000**

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**

**23,000 Designlinesmagazine.com**

**36,500+ Social Media**

**10,000 E-newsletters**

**174,000+ Total Audience**

\*Data from our 2022 reader survey

\*\* Average per issue

# Editorial Calendar

## ISSUE 1

### Best Renos

Design-savvy solutions for re-thinking houses and condos into inspiring and livable spaces.

#### LOOK BOOK

Bathrooms

#### FEATURED PRODUCTS

Storage, big and small  
Textiles / rugs

**Space booking:** Dec 6

**Material deadline:** Dec 13

**Distribution:** Jan 19

#### Bonus distribution:

Interior Design Show (IDS),  
DesignTO, Home and Reno  
Show, National Home Show,  
One of a Kind Spring show

## ISSUE 2

### Cottages / Cabins

Modern homes and getaways outside the city that inspire a connection to nature.

#### LOOK BOOK

Outdoor spaces

#### FEATURED PRODUCTS

Locally crafted furniture  
Wallpaper and paint

**Space booking:** Feb 28

**Material deadline:** March 6

**Distribution:** April 5

#### Bonus distribution:

The Artist Project,  
Green Building Festival

## ISSUE 3

### Makers and Shakers

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

#### LOOK BOOK

Kitchens

#### FEATURED PRODUCTS

Countertops and surfaces  
Lighting

**Space booking:** May 29

**Material deadline:** June 5

**Distribution:** July 5

#### Bonus distribution:

AZ Awards Gala, The Toronto  
Outdoor Art Fair

## ISSUE 4

### Small Spaces

From condos and rentals, to houses and laneway suites — how the best designs prove that small can be mighty.

#### LOOK BOOK

Living rooms

#### FEATURED PRODUCTS

Appliances  
Sofas/seating

**Space booking:** Sept 4

**Material deadline:** Sept 11

**Distribution:** Oct 11

#### Bonus distribution:

One of a Kind Winter show,  
IDC Design Symposium,  
Design Thinkers

“Every Designlines issue gives us a unique perspective on what is happening in the design community. It’s always inspiring to read about new and innovative projects and the most cutting-edge products available on the market. We’ve been fortunate to have our projects featured in the publication.” — **Architect Gabriel Fain**

# Rates + Specs

## FILE SPECIFICATIONS\*

<b>FTP</b>	FTP information available on request
<b>File formats</b>	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**
<b>Bleed</b>	1/8" (on full pages and spreads only)
<b>Type safety</b>	1/4" from trim size (on full pages and spreads only)
<b>Images</b>	All images at 300 dpi in CMYK. No RGB files
<b>Line screen</b>	150
<b>Match print</b>	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 2023 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)
<b>2 page spread</b>	\$6,400	\$6,220	\$5,900	16 x 11½ (bleed) 15¾ x 10¾ (trim) 15¼ x 10¾ (live area)
<b>Inside front cover spread</b>	\$7,450	\$7,360	\$6,980	
<b>1 page</b>	\$3,840	\$3,700	\$3,390	8½ x 11½ (bleed) 7½ x 10¾ (trim) 7¾ x 10¾ (live area)
<b>Outside back cover</b>	\$4,720	\$4,550	\$4,130	
<b>Inside back cover / Contents</b>	\$4,235	\$4,200	\$3,900	
<b>½ page – horizontal</b>	\$2,320	\$2,210	\$2,030	6¾ x 5 (trim)
<b>½ page – vertical</b>	\$2,320	\$2,210	\$2,030	3¾ x 10 (trim)

“Over a decade of consistently advertising in Designlines, it has helped us to effectively reach a local design-conscious audience in a publication that reflects the values of our brand.”  
— **Richard Sakic**, Calligaris Toronto





WEBSITE

PRINT


[CLICK TO SEE EXAMPLE](#)

CUSTOM ARTICLE

## Print Article

Designlines will craft a dynamic piece of editorial content that focuses on your brand, product or event. We use supplied text and images as the starting point, and then create an article that references a narrative or industry theme to maintain the editorial voice of Designlines while promoting the sponsored content. The result is a unique article that is informative and resonates with our audience while delivering on advertiser objectives. Every custom print article is migrated online with a dedicated marketing campaign.

### DETAILS

Submissions for Custom Content include both images and text. Text will be edited, and our editorial team may require further information and direct correspondence with a client representative for review and approval.

### SPECIFICATIONS

Supplied text should be approximately 300 words  
 Booking deadline: 3 weeks before the material deadline.  
 Article theme, outline and images provided by client.  
 5-10 high-res photos required; brief captions for each.  
 Material is subject to approval.

**NOTE:** Additional charges apply for photography and copywriting. Ask your sales contact for more information.

DESIGNLINESMAGAZINE.COM

## Display Ads

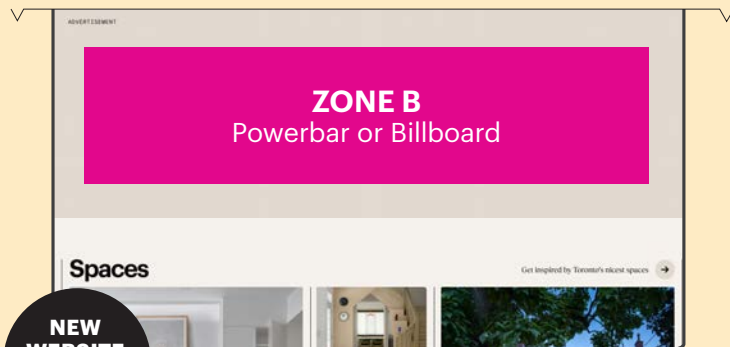
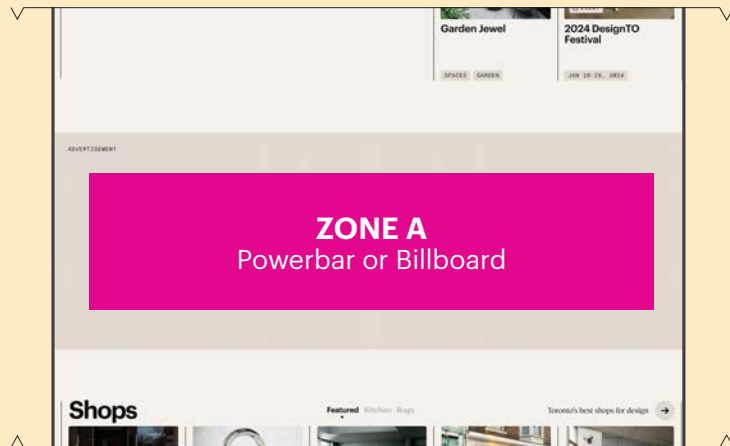
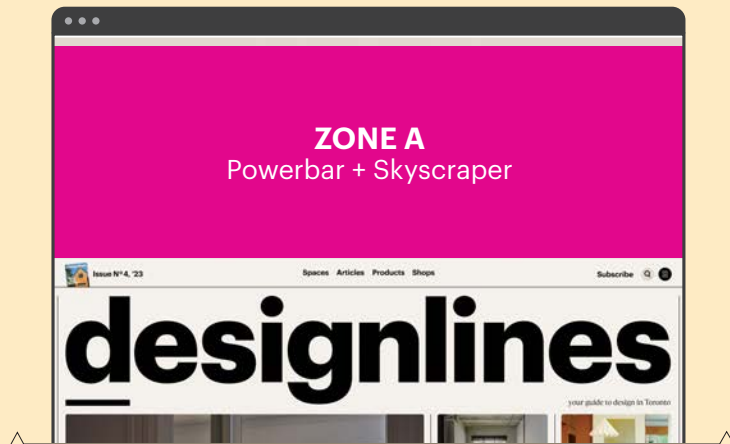
The **NEW Designlines website** offers updated display advertising options to seamlessly blend your brand message with our content. We have solutions for desktop and mobile, with a choice of horizontal or vertical placements based on device and screen size.

**Zone A:** This package includes a highly visible full-width, site-wide banner above the fold, coupled with a vertical companion unit that appears on article pages. These impactful placements ensure that your message stands out and engages our audience effectively.

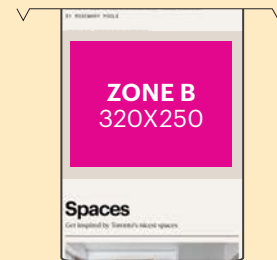
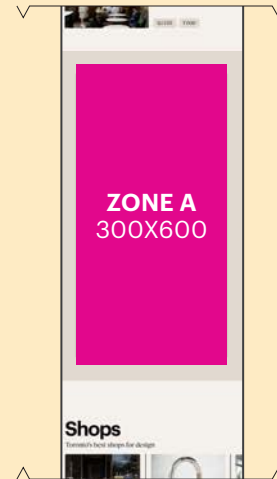
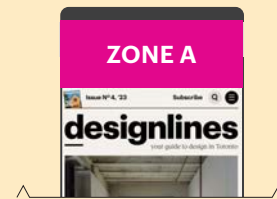
**Zone B:** Opt for this package to feature a prominent site-wide banner that integrates your message within our content, where user engagement is at its peak.

**Interstitial Ad Unit:** For a captivating and click-friendly ad format, consider our interstitial ad unit. This high-impact option is designed to grab attention and encourage user interaction.

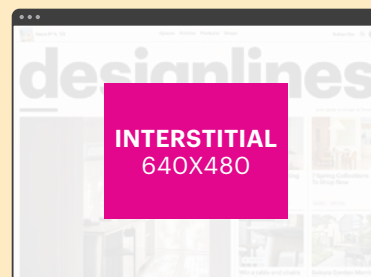
Our display-advertising packages help your brand shine while effortlessly engaging with our audience. Discover how we can boost your digital marketing efforts with the new Designlines website.



DESKTOP



MOBILE



DESKTOP

NEW  
WEBSITE  
COMING  
2024



NEW  
WEBSITE  
COMING  
2024[DESIGNLINESMAGAZINE.COM](https://designlinesmagazine.com)

## Custom Article

Let Designlines spotlight 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](https://designlinesmagazine.com) and displayed in prominent positions on the homepage and appropriate page section. The article will also be promoted via our weekly newsletter and social media channels.

### SPECIFICATIONS

Booking deadline: 3 weeks before posting.

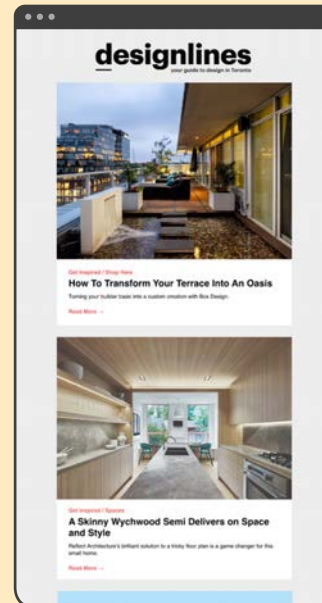
Article theme, outline and images provided by client.

5-10 high-res photos required.

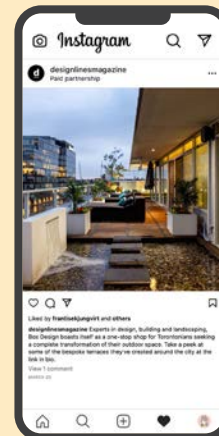
Material is subject to approval.

25,000  
impressions1,500  
landing page  
views per  
article

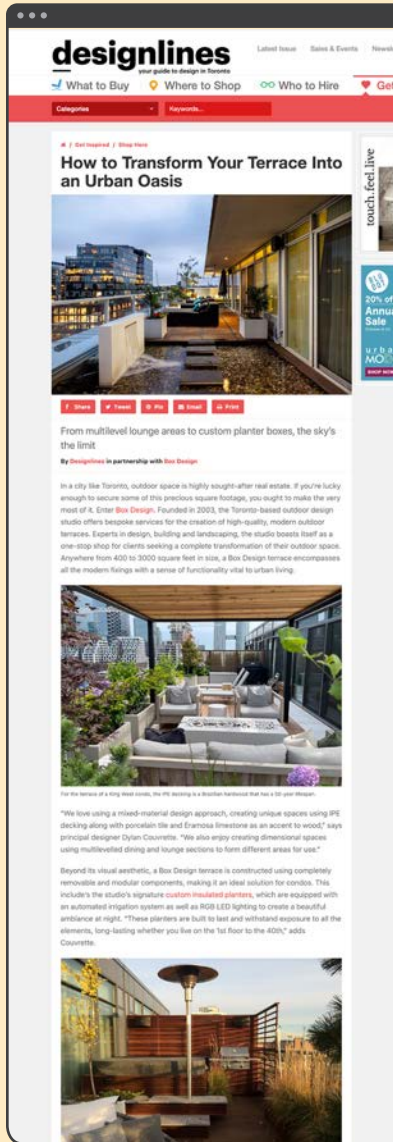
HOME PAGE



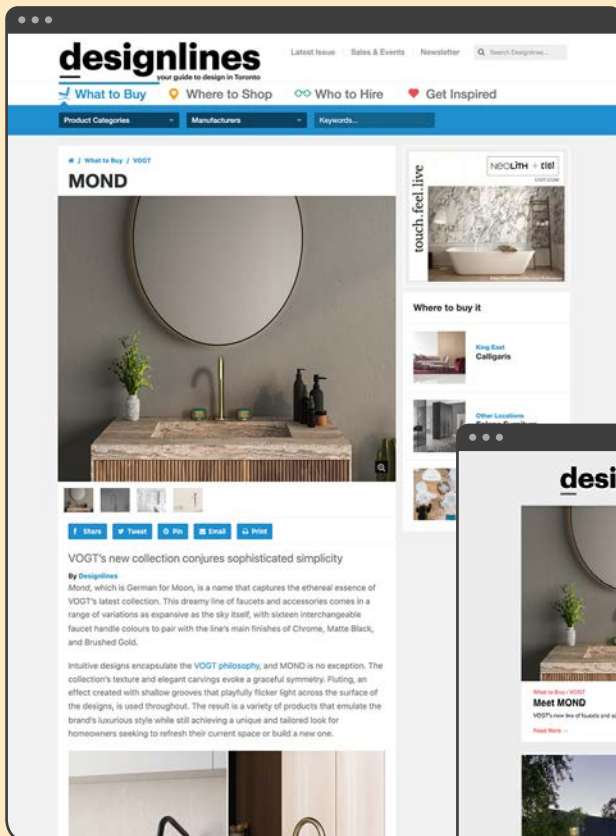
NEWSLETTER



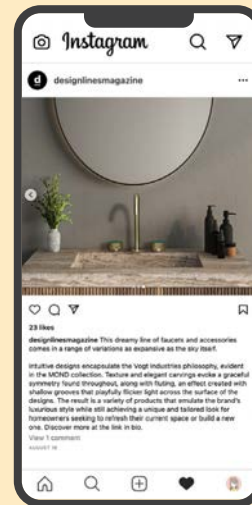
SOCIAL



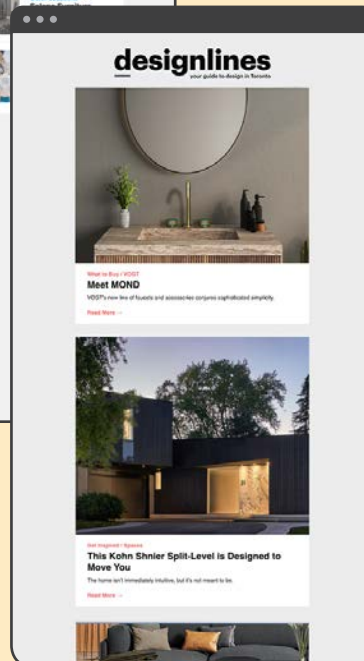
ARTICLE



ARTICLE



SOCIAL



NEWSLETTER

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

## Product Feature

Feature 4 products with an annual campaign in our **Products** 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.

**100,000**  
total campaign  
impressions

**25,000**  
impressions  
per product

**500**  
landing page  
views or reads  
per product

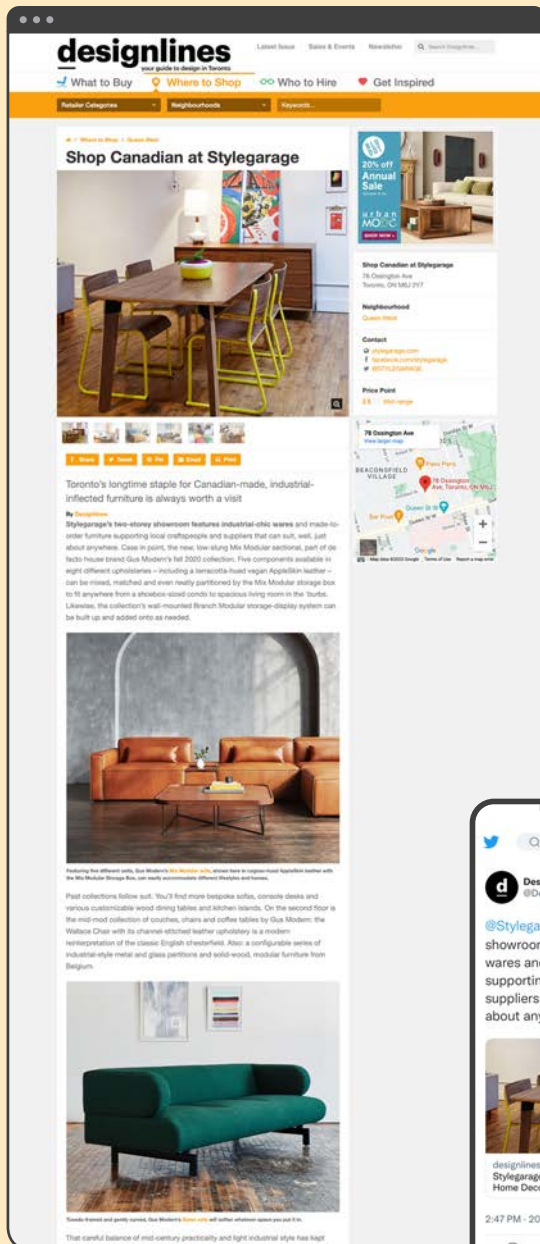
### SPECIFICATIONS

Booking deadline: 3 weeks before posting.

Product outline and images provided by client.

5-10 high-res photos required.

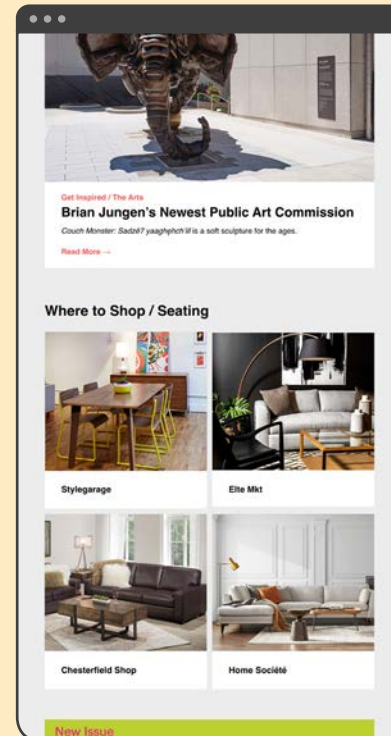
Material is subject to approval by Designlines.



ARTICLE



SOCIAL



NEWSLETTER

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 will be promoted on the DL homepage and the landing page for Shops.

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

### SPECIFICATIONS

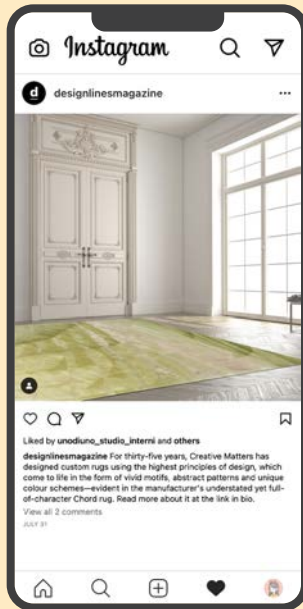
Booking deadline: 3 weeks before posting.

Enhanced listing outline and images provided by client.

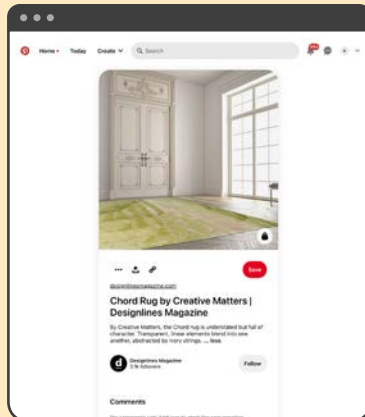
5-10 high-res photos required.

Material is subject to approval by Designlines.

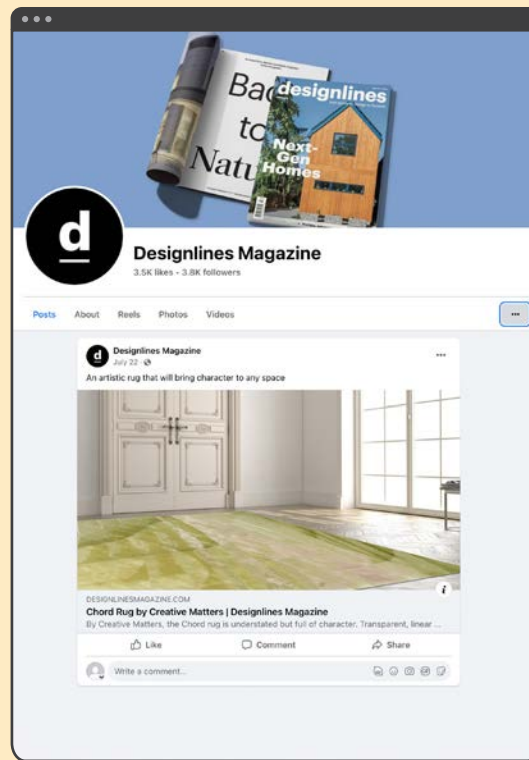




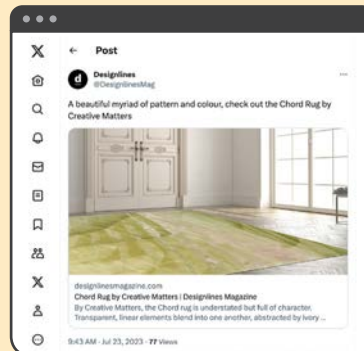
INSTAGRAM



PINTEREST



FACEBOOK



TWITTER

## SOCIAL MEDIA

## Social Campaign

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

**9,300+ Twitter**

**18,300+ Instagram**

**3,800+ Facebook**

**3,000+ Pinterest**

**500+ LinkedIn**

**1,600+ Threads**

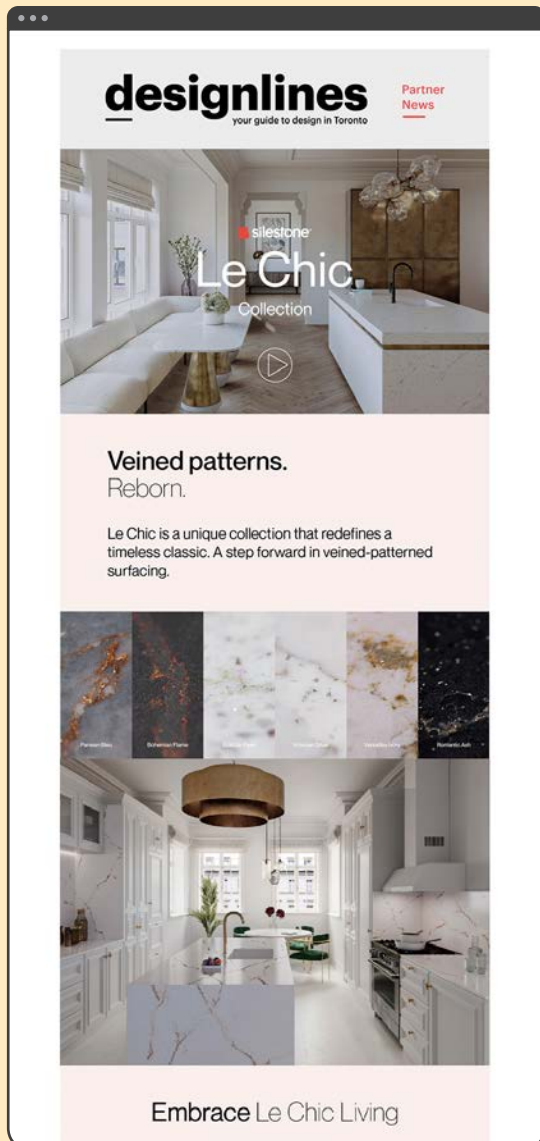
**36,500+ Total Audience**

### SPECIFICATIONS

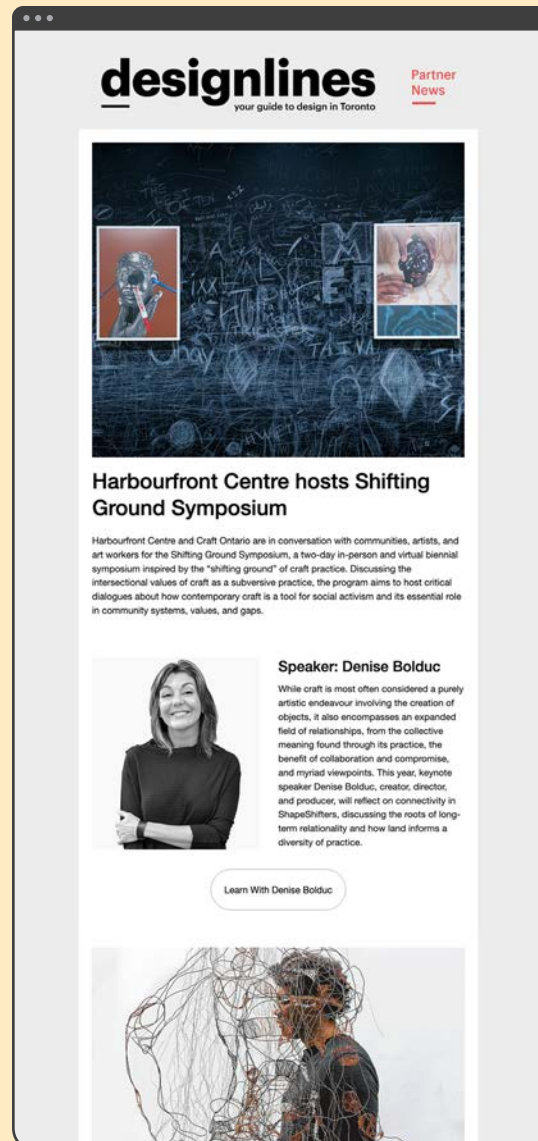
Booking deadline: 3 weeks before posting.  
 Posting outline and high-res images provided by client.  
 Material is subject to approval by Designlines.  
 Standard package includes: one Facebook post, two Instagram stories and two Twitter posts.

**8,000**  
impressions

**200+**  
clicks



EXAMPLE 1



EXAMPLE 2

## E-NEWSLETTER

## Dedicated Newsletter

Deliver your brand message to Designlines' **10,000 newsletter recipients**. Market your event, showroom opening, special offers, and new products. Reach a dedicated community with a keen interest in design and design-related products and events.

### 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

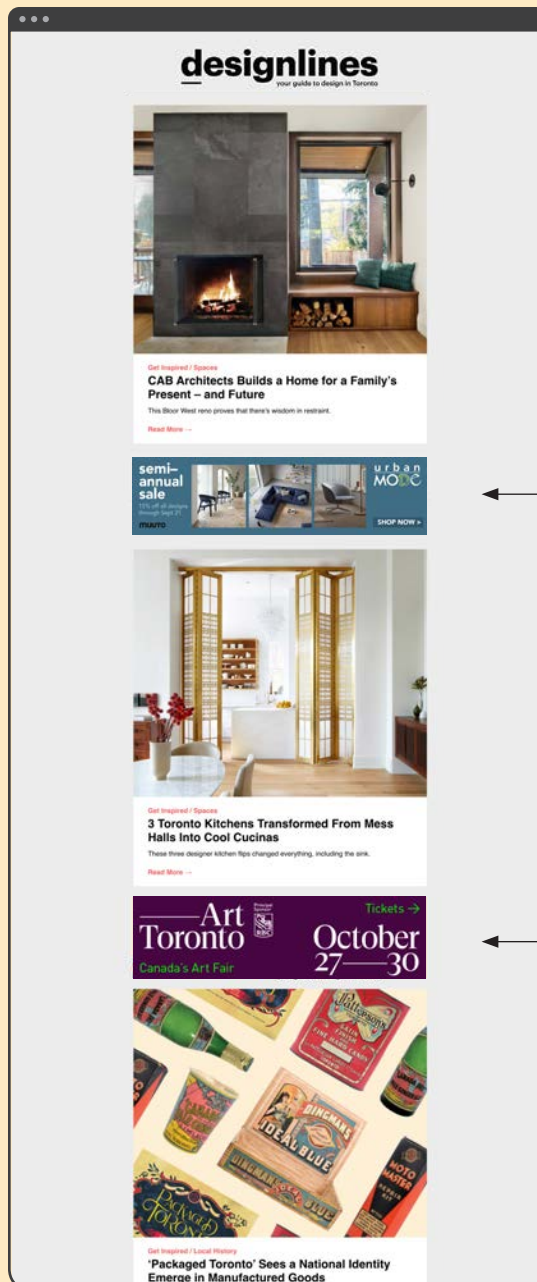
Get your message out to an avid readership across the GTA through Designlines' weekly e-newsletter. Reaching 10,000 design enthusiasts, the weekly newsletter is an excellent medium for communicating a brand message or time-sensitive offers.

Sold on an annual or single-month basis.  
Creative can be replaced every three 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



WEBSITE

DIGITAL

CONTESTS

## Special Contests

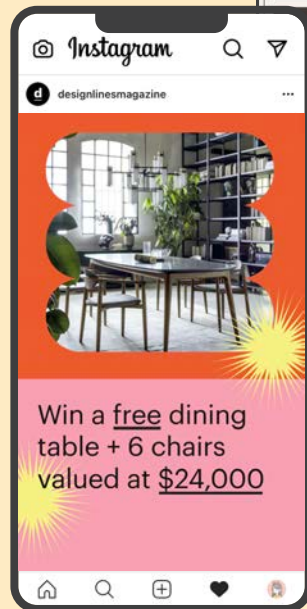
Have an upcoming product launch? Want to draw attention to a specific line you carry? Running a contest through Designlines increases public awareness and interest in your brand with thousands of views. A customizable contest-entry process is optimized to deliver social-media followers and to drive traffic to your website, store listing on the DL site, as well as shoppers to your locations. Build excitement around your brand through a uniquely designed contest.

### DETAILS

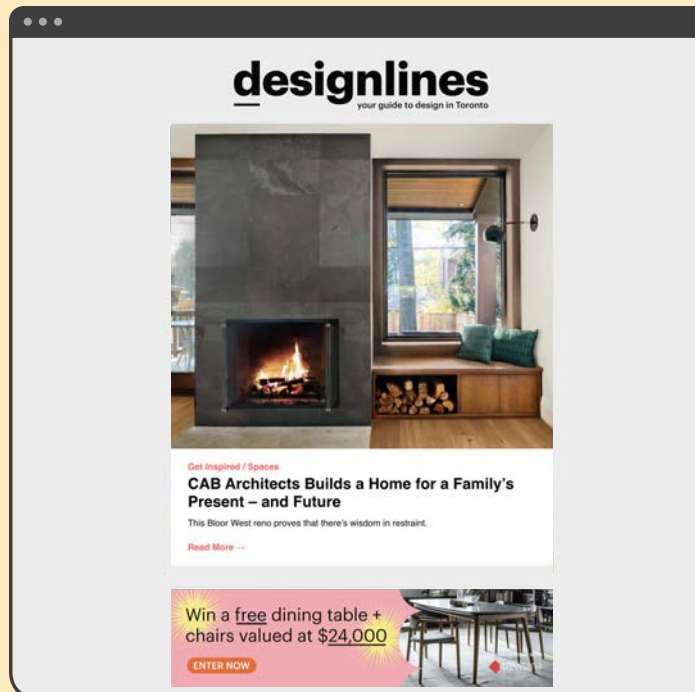
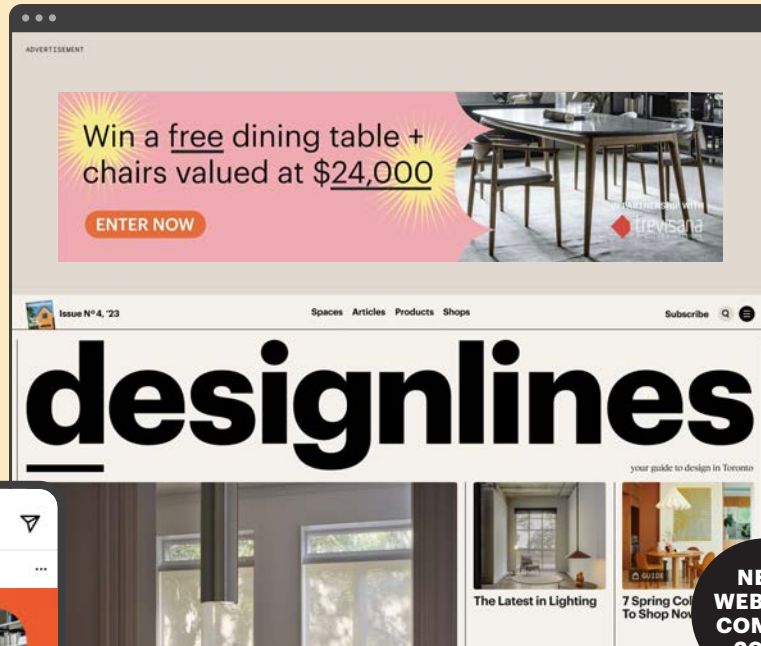
Prize is supplied by the client

We provide:

- A dedicated landing page for the contest
- An article announcing the contest
- Website promotion on homepage and Contest section
- One dedicated newsletter promoting the contest and prize
- Six organic social media campaigns



SOCIAL



NEWSLETTER

# Digital Rates + Specs

## DISPLAY ADS

	WIDTH x HEIGHT (PIXELS)	FLAT RATE (PER MONTH)
<b>Zone A — Powerbar + Skyscraper</b>	1368 x 458 and 300x600	\$1,500
<b>Zone B — Powerbar or Billboard</b>	1368 x 458 and 320x250	\$1,000
<b>Interstitial</b>	640 x 480	\$1,400

## CUSTOM CONTENT

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

**CLICK FOR  
SPECS AND  
GUIDELINES**

## E-NEWSLETTERS

	WIDTH x HEIGHT (PIXELS)	FLAT RATE
<b>Annual banner campaign (12 ads)</b>	640x180	\$2,400
<b>Single-month campaign (2 ads)</b>	640x180	\$499

## CONTESTS

	FLAT RATE
<b>Customized Special Contest</b>	\$2,600

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

# Designer of the Year

## Sponsor the DL Designer of the Year Award

Toronto continues to grow with a wealth of innovative design — from laneway homes to ingenious renos and new builds, and cool urban spaces. For more than two decades, Designlines has celebrated the talented people behind the projects.

The DL Designer of the Year Award formally honours the best design studio in the city. Now in its fifth year, it has become 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 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

PROJECT BY ODAMI  
PHOTO BY ARASH MOALLEMI





## Contacts

### ADVERTISING TEAM

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Senior Account Manager  
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**Kristal Shankaran**

Senior Account Manager  
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C: 416 880 2450  
kristal@azureonline.com

### PARTNERSHIPS

**Mahasti Eslahjou**

Director of Marketing  
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mahasti@azureonline.com

# designlines

**AZURE Media**

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Toronto, ON Canada M6R 2B2

PROJECT BY SMPL  
PHOTO BY ADRIAN OZIMEK