

COVETED

EDITION

THE ULTIMATE COLLECTOR'S LUXURY & DESIGN MAGAZINE



MEDIA KIT

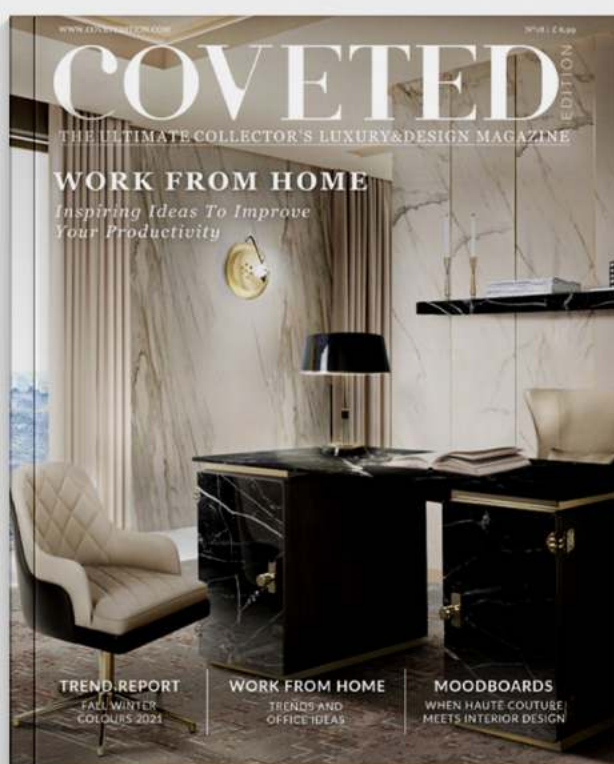
WWW.COVETEDITION.COM

about COVETED

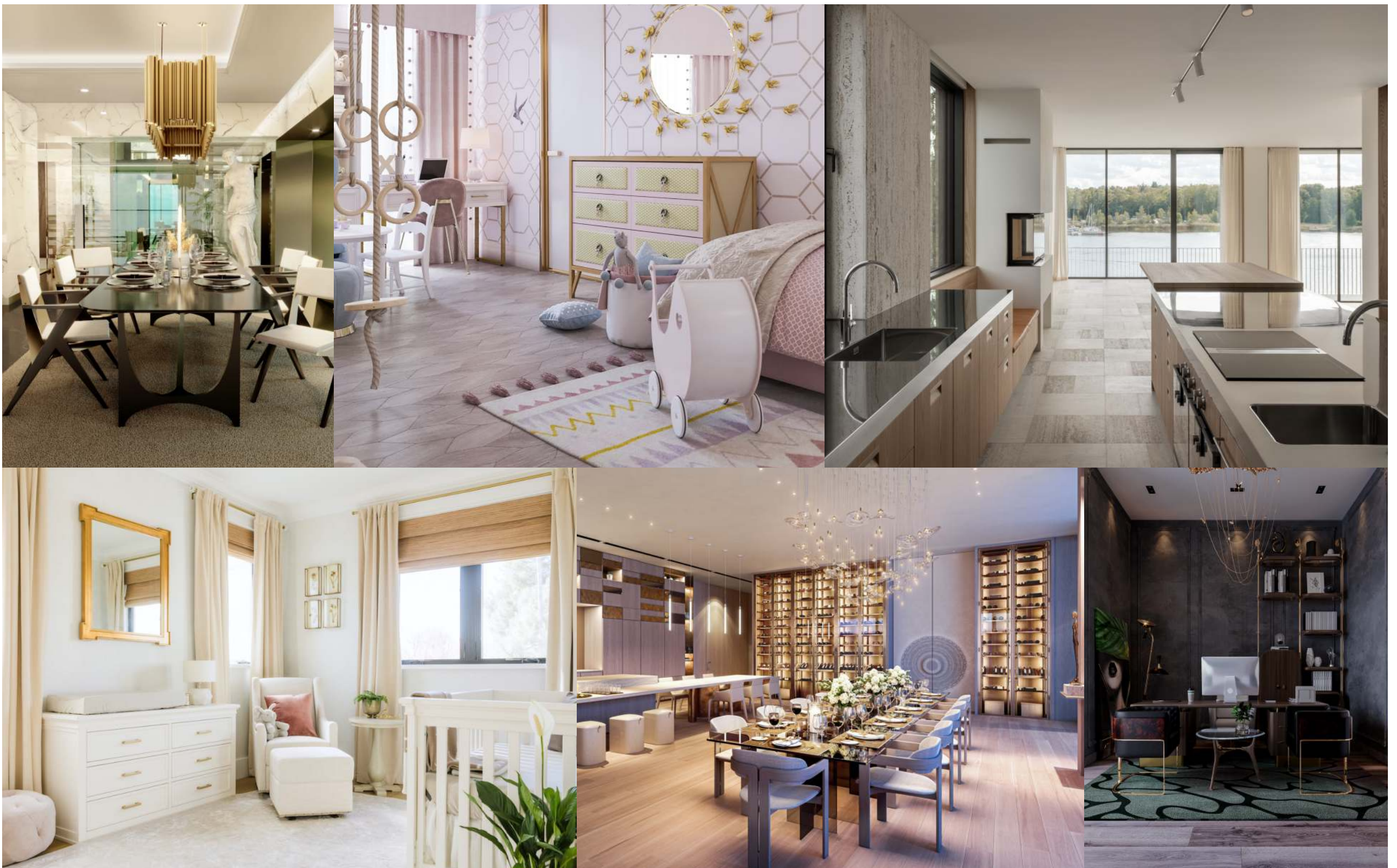
Coveted Magazine's mission is to be before the eyes of the most creative design minds in the world.

International, influential and trendy, CovetED is the world's top collectors source for interior design and luxury lifestyle news.

CovetED attracts a sophisticated global audience of both professionals and design lovers by presenting a unique, curated selection of interior design projects, exclusive interviews with the world's best, collectable travel guides and much more.



only in
COVETED MAGAZINE



Interior design

- Interior designers
- Interviews
- Projects
- Trends & inspirations

Travel

- Guides
- Hotels we cover
- World's finest restaurants

Architecture

- Architects
- Projects
- Trends

Luxury

- Products
- Brands
- Inspirations
- Lifestyle

only in
COVETED MAGAZINE



EDITION DEC/JAN/FEB/MAR

ON SALE: 15 DEC
INSERT/AD CLOSE: 1 DEC



EDITION APR/MAY/JUN/JUL/AUG

ON SALE: 15 APRIL
INSERT/AD CLOSE: 1 APRIL



EDITION SEP/OCT/NOV

ON SALE: 15 SEPTEMBER
INSERT/AD CLOSE: 1 SEPTEMBER

just who is THE READER

reader profile



DESIGNERS

INTERIOR DESIGNERS

ARCHITECTS

DECORATORS

FASHION AND DESIGNER & LUXURY LOVERS

PEOPLE WHO LOVE TO TRAVEL

AGE

25 - 34 years	20%
35 - 44 years	40%
45 - 54 years	20%
55 - 64 years	10%
Median age	43

MARITAL STATUS

Married	80%
Children in HH	60%

EDUCATION

College Attendance	96%
College Graduate	87%

READERSHIP BY JOB FUNCTION

1 interior designer	47%
2 Architect	26%
3 Designer (other)	12%
4 Student	12%
5 Other	3%

EMPLOYMENT

EMPLOYMENT	80%
PROFESSIONAL / MANAGERIAL	75%

DIGITAL

Unique Users: 317 000

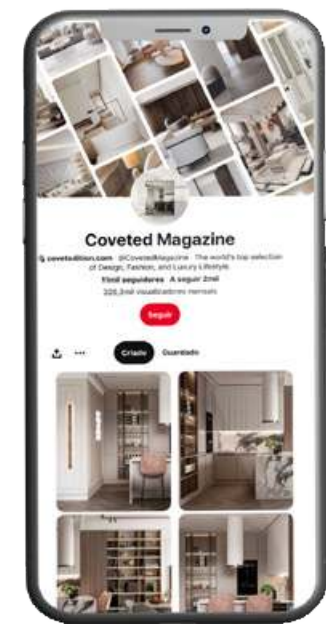
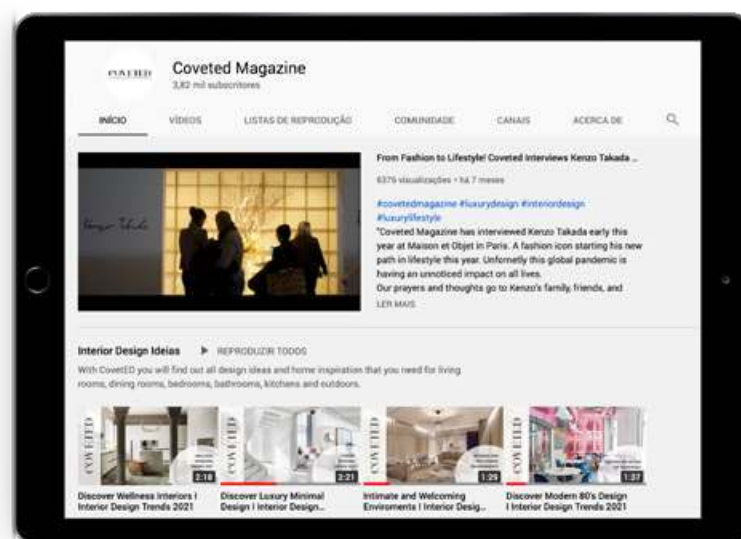
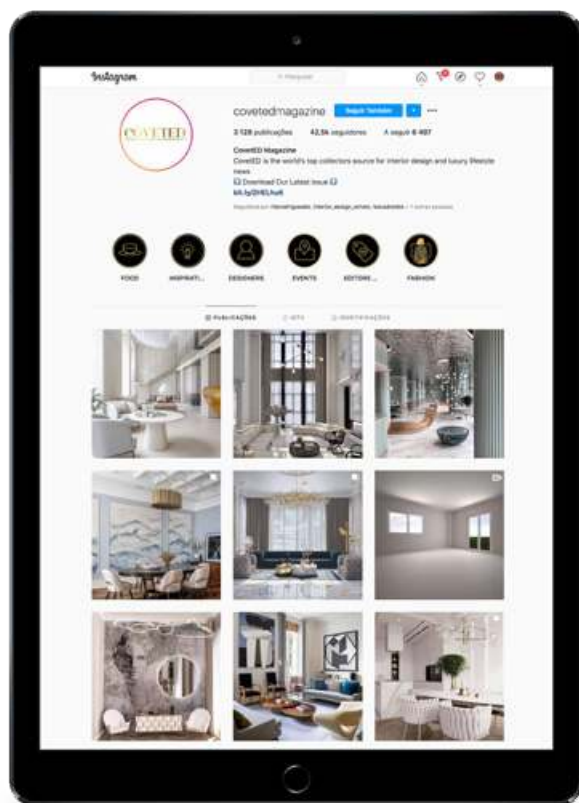
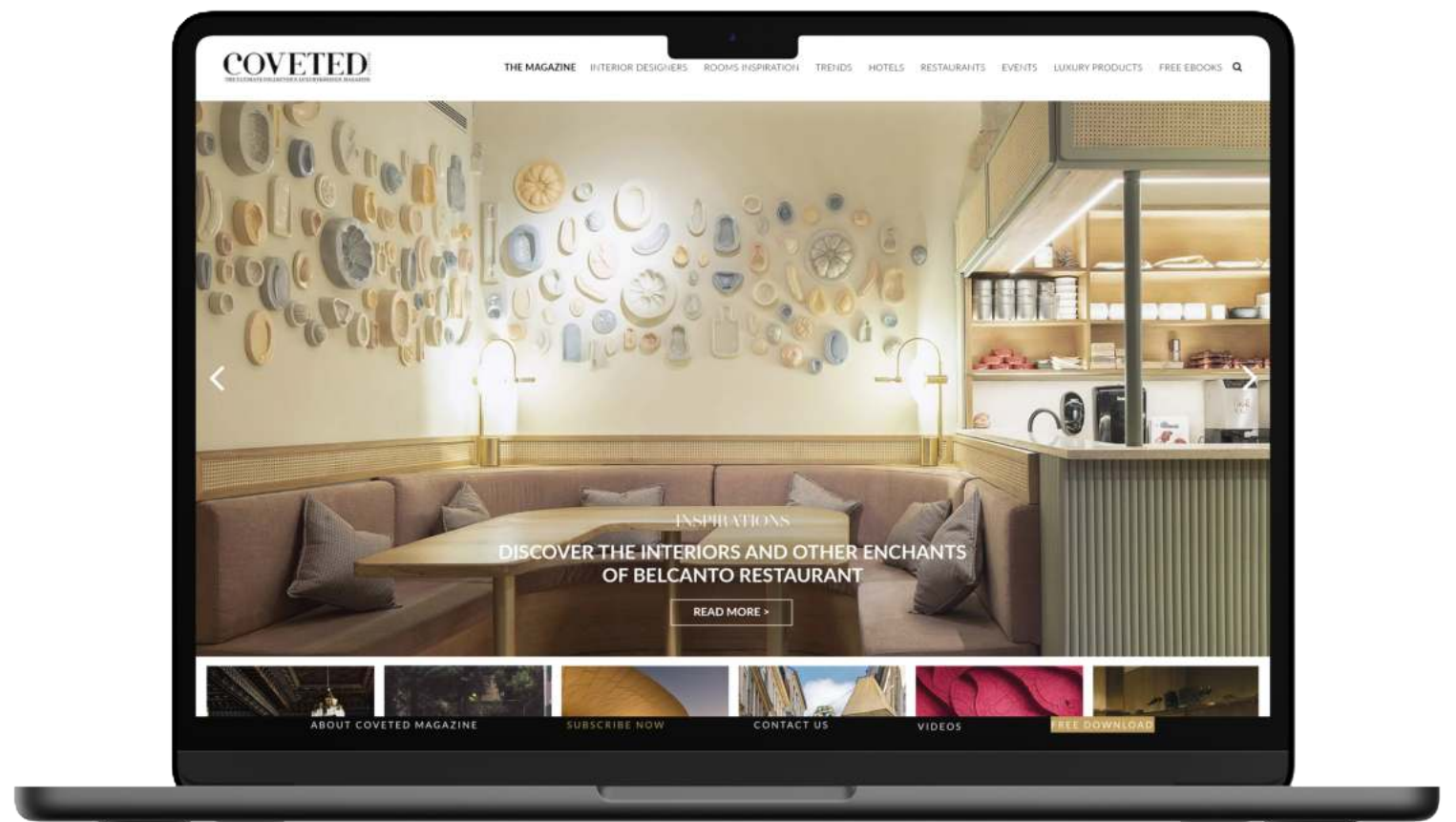
Page Views: 11 615 090

+3 Clicks: 53 000

Total Time Spent: 6

Newsletter Subscribers: 130 000

Social Media Followers:
OVER 150k Across Multiple Platforms



Digital & Social Opportunities

BLOGGERS' PROGRAM

EDITORIAL SPONSORSHIP PF WEEKLY - NEWSLETTER

INTERIOR DESIGNERS TAKEOVER ON SOCIAL MEDIA

HOMEPAGE TAKEOVER

INSTAGRAM POSTS

PINTEREST PROGRAMS

ADVERTISING

advertising rates magazine

AD SIZE	BLEED	SINGLE ISSUE PRICE	+ ISSUES PRICE
SPREAD	46,6cm X 29,1cm	3 500 € 4 100\$	Price upon application
FULL PAGE	26,6cm X 29,1cm	1 750€ 2 100\$	Price upon application
INSIDE COVER FLAP (SPREAD)	7cm X 29,1cm	4 000 € 4 700\$	Price upon application
BACK COVER	23,6cm X 29,1cm	4 000 € 4 100\$	Price upon application
FAKE COVER	61,6cm X 29,1cm	6 000 € 7 050\$	Price upon application
INSERT LEAFLET	-	500 € 600\$	Price upon application
LAST PAGE DIRECTORY	-	100€ 120\$	Price upon application

Advertising Online

PLACEMENT	VALUE
HOMEPAGE	
RECTANGLE AD (400x450px)	300 € 350\$ per month
PREMIUM HORIZONTAL BANNER (750x121px)	500 € 590\$ per month
HORIZONTAL BANNER (1200x195px)	300 € 350\$ per month
ARTICLE BANNER (720x120px)	100€ 120\$ per article
SPONSORED POST (per article)	100€ 120\$ per month
NEWSLETTER (3/week)	
HORIZONTAL BANNER WEEKLY	250 € 295\$ per week
HORIZONTAL BANNER MONTHLY	600 € 700\$ per month
ARTICLE PREMIUM	100€ 120\$ per month

CIRCULATION

reader profile

Average Circulation

100 000 Delivering

Average Paid Subscription

1325

Average Single Copy Sales

25 000

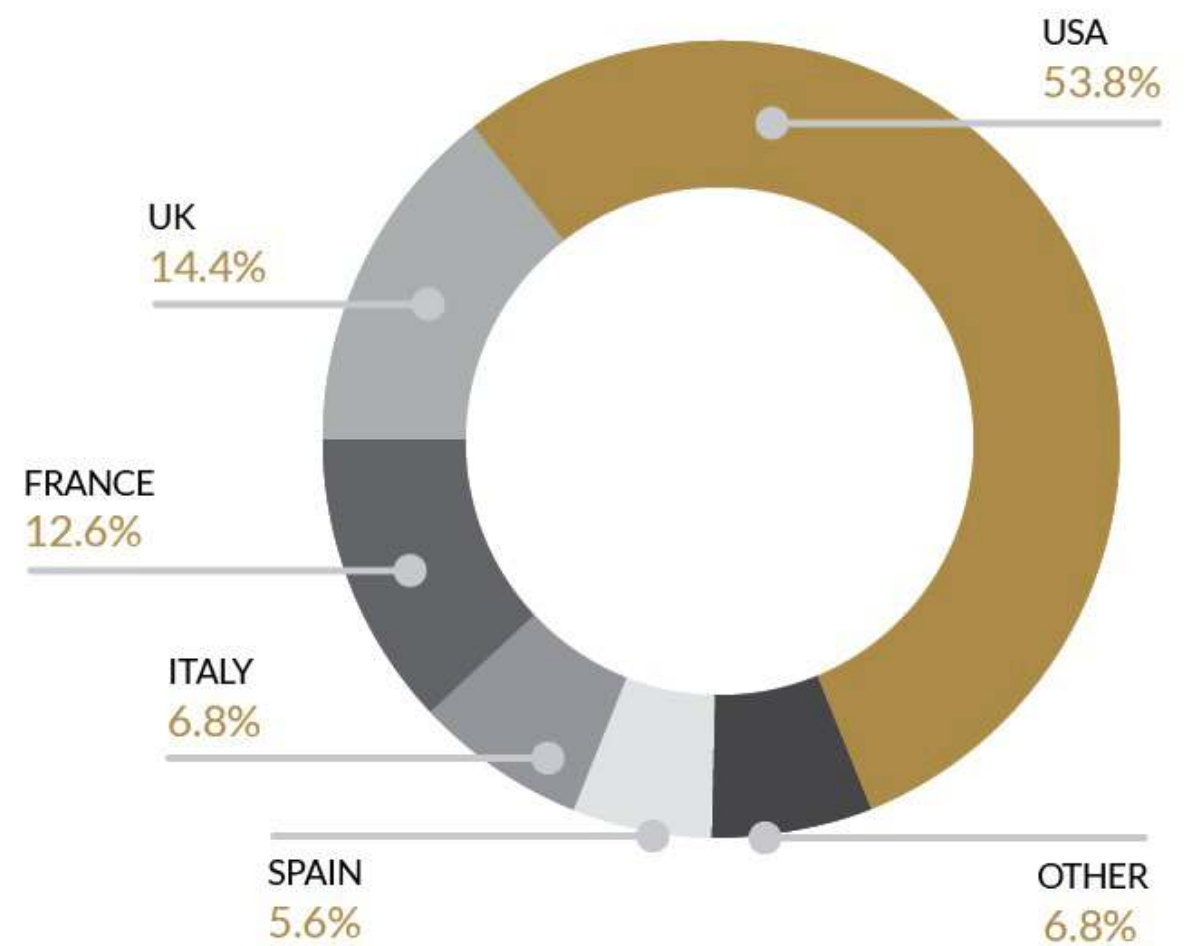
Digital Circulation

15% of Total Circulation

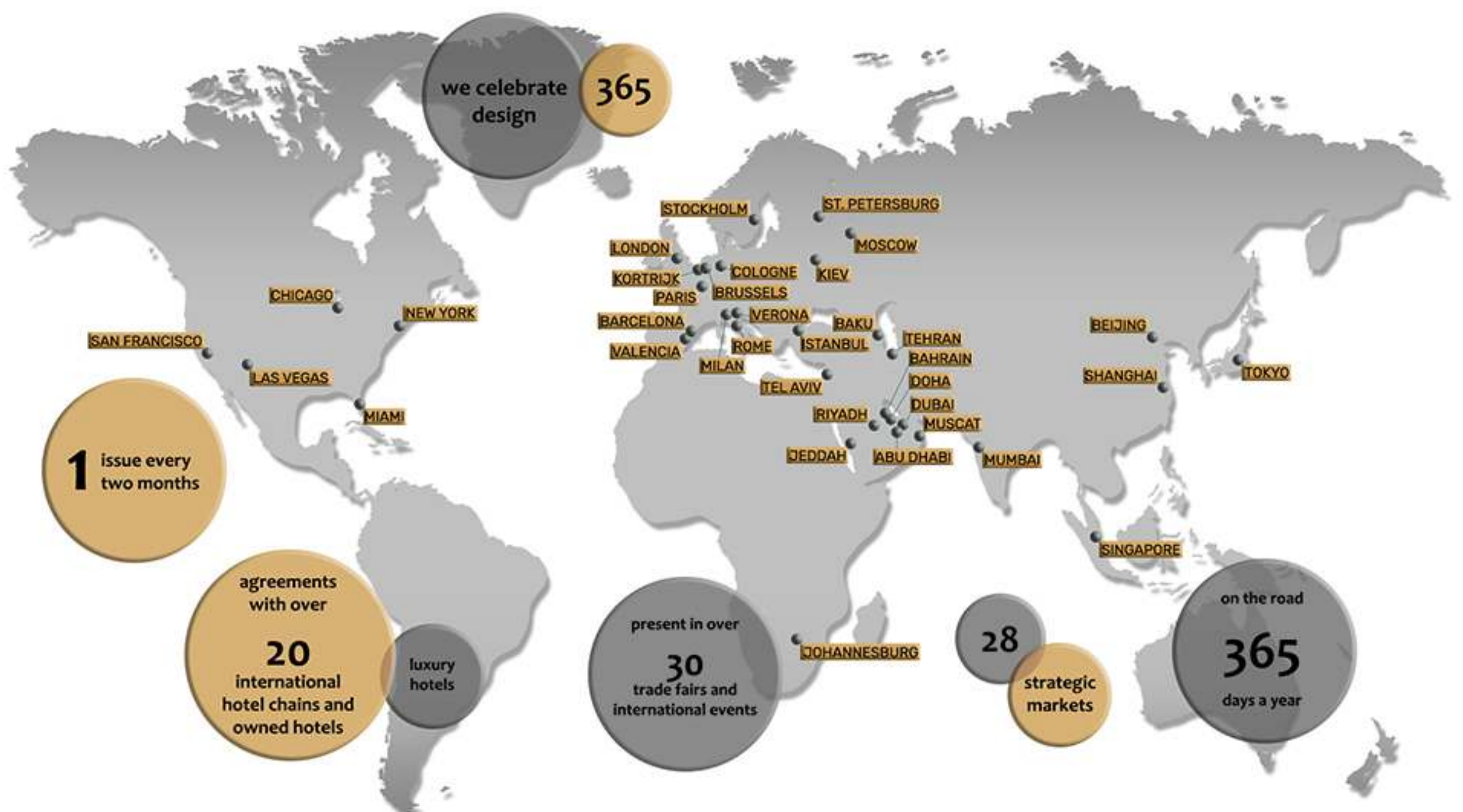
Up 65% Over Year

Top 5 Markets With The Highest Circulations

United States, United Kingdom, France, Italy, Spain



Geographical breakout of qualified circulation



MEDIA PARTNERSHIPS

100%**design**[®]

designjunction

WOMAN'S WORLD

light+building



CONTACT

Contact us

info@covetedition.com