

BLUEPRINT
2012
MEDIA
PACK



Every month

Blueprint is an entertaining, engaging, challenging and critical mix of the most important architecture and design stories. We commission original photography and illustrations for many features, and look to show architecture in use – buildings rather than icons.

Opening Shot: An arresting double-page, visual spread, that will always give you a unique new perspective.

View: Blueprint's opening section delivers the very latest news with a critical focus. It includes new projects and opinionated takes on the latest architecture and design happenings, as well as those about to take place. There's also the feisty column by renowned designer Erik Spiekermann and tips on where to go in that month with the curated events diary.

Features: Enjoy incisive, entertaining forthright and occasionally contentious writing in our features, which explore the importance of architecture and design to society. We look at work from both established practitioners and young pretenders in a critical and intelligent way – don't expect anything fluffy in Blueprint.

Interview: We buttonhole industry doyens and the very latest talent making waves. This is where you'll find intimate new insights into figures you thought you knew and get the heads-up on the people who will be the driving figures in our industry in the coming years.

Comment: Pieces to punctuate our features and give an opportunity for architects, designers and those with unparalleled industry knowledge to air their often challenging views on the pressing issues of the day.

Produce: Design doesn't just appear fully completed – the process is often long, sometimes fraught, often rewarding and always interesting to other creatives. We look at the whole process from eureka moments, through sketches, CADs and models, to production, construction and completion. Put simply, we justify the end with the means.

Review: The world's essential books, exhibitions, conferences, websites, films and events reviewed by leading writers, designers, architects and artists.

Archive: Drawing on our unique library of back issues, we bring context to modern-day stories, whilst having a little nostalgic look back at the old stories (not to mention the haircuts!)



Circulation

Total net circulation

(Source: ABC July 10–June 11)

6,174

Paid subscription

(Source: ABC July 10–June 11)

1,112

News-stand and other single copy sales at full cover price

(Source: ABC July 10–June 11)

537

Non-controlled free circulation

(Source: ABC July 10–June 11)

4,368

Distribution

Other countries:

Australia, Austria, Belgium, Canada, Finland, France, Germany, Greece, Hong Kong, Ireland, Israel, Malaysia, Netherlands, New Zealand, Northern Ireland, Norway, Portugal, Singapore, South Korea, Sweden, Switzerland, Turkey

(Publisher's statement)

658

Total readership

(Publisher's statement)

32,655

Cover price

€5.50

EVERY 2012 FEATURES LIST

February

KK100 by Terry Farrell completes in China, CZWG completes the Canada Water Library, Herzog & de Meuron reveal their plans for the future, the Bouroullec brothers in conversation.

Including Facades supplement

March

On sale: 4 February 2011

50 years of the Design & Art Direction Awards are celebrated with key industry figures picking out the highlights of the last five decades.

Editorial/advertising deadline: 17 January 2012

April

On sale: 5 March 2012

A focus on the issue of sustainability in design and architecture. We also review the Spring furniture shows including Maison et Objet, Paris; Imm Cologne, the Stockholm Furniture Fair and Milan.

Including Sustainability supplement

Editorial/advertising deadline: 16 February 2012

May

On sale: 4 April 2011

Focus on the Shard, London's tallest building, including an in-depth interview with its architect Renzo Piano.

Editorial/advertising deadline: 16 March 2012

June

On sale: 5 May 2012

The very latest news on what was launched at Milan, with the pick of the new crop of furniture.

Including Kitchen & Bathroom supplement

Editorial/advertising deadline: 17 April 2012

July

On sale: 2 June 2012

Preview of the London Architecture Festival.

Editorial/advertising deadline: 15 May 2012

August

On sale: 1 July 2012

The London Olympics 2012 will dominate all things architecture and design in this month.

Editorial/advertising deadline: 13 June 2012

September

On sale 25 July 2011

Student design special, focusing on graduate work from architecture and design schools in the UK and Europe, and coverage of new buildings in the education sector.

Including Education supplement

Editorial/advertising deadline: 6 July 2012

October

On sale: 29 August 2011

In our largest issue of the year: a preview of the London Design Festival featuring the best emerging British designers.

Editorial/advertising deadline: 10 August 2012

November

On sale: 3 October 2011

Review of the Maison et Objet furniture show.

Including Timber supplement

Editorial/advertising deadline: 14 September 2012

December

On sale: 31 October 2011

Review of the London Design Festival and 100% Design. Plus, a preview of 2013 – the major architecture and design exhibitions and events for the next year.

Editorial/advertising deadline: 12 October 2012

Advertising

Rate card:

| | 1 insert | 3 inserts | 6 inserts | 12 inserts |
|------------------|---------------|---------------|---------------|---------------|
| <i>Display</i> | | | | |
| Full page | £2,610 | £2,350 | £2,200 | £1,960 |
| DPS | £4,750 | £4,150 | £3,700 | £3,200 |

Semi display

| | | | | |
|---------------------|---------------|---------------|---------------|---------------|
| Quarter page | £875 | £840 | £795 | £715 |
| Half page | £1,570 | £1,410 | £1,320 | £1,195 |

Technical specification:

Full page width height

| | |
|--------------|---------------|
| Bleed | 254mm x 334mm |
| Trim | 248mm x 328mm |
| Type | 220mm x 302mm |

DPS

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| Bleed | 502mm x 334mm |
| Trim | 496mm x 328mm |
| Type | 472mm x 302mm |

Half page horizontal 220mm x 149mm

Half page vertical 108mm x 302mm

Quarter page 108mm x 149mm

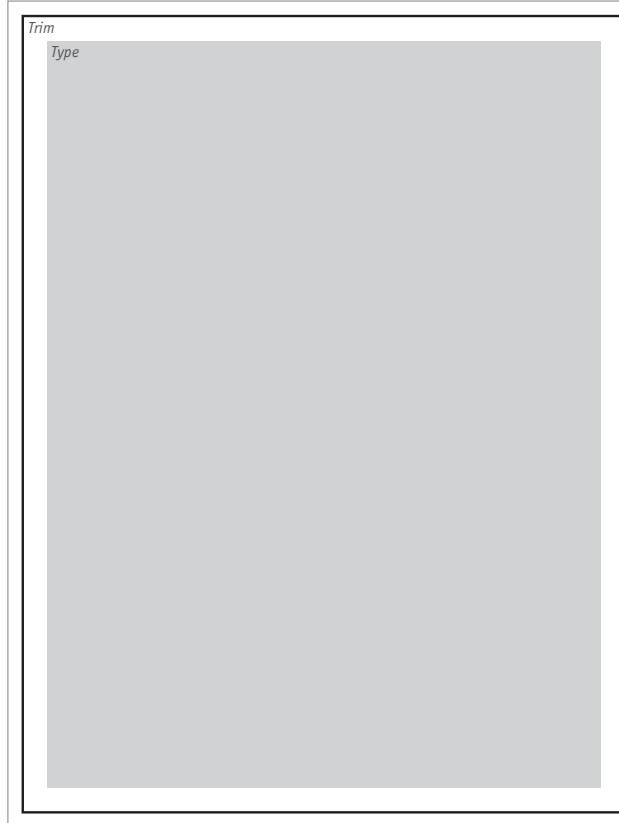
Half page (flannel panel page) 108mm x 149mm

All advertisements must be in the form of a PDF file, and be compliant to print standard PDFx1a: all fonts must be embedded, images must be supplied as CMYK 300dpi or higher, and all transparencies must be flattened. Quark Xpress generated pdfs are preferable, although we will accept Indesign pdfs.

No charges will be incurred to process or amend your file, although there will be a charge of £100 to pass any advertisement designed in-house to another publisher.

It is advisable that a colour Cromalin or IRIS proof is supplied with all artwork, as our printers will not accept responsibility for colours being wrong without a colour guide. Please note that there can potentially be up to a 15% variation in colour from one issue to another.

Bleed



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