

MEDIA

PACK

2012

Contents

Market Information.....	3
Readership Analysis.....	4
Circulation Statement.....	5
Upcoming Features.....	6
Editorial Contributors.....	6
Marketing Options.....	7
Rates.....	8
Advert Specifications.....	9
End User Testimonials.....	9
Contact Details.....	10

Introduction



FX has been heralded as the most successful magazine ever for the contract industry. Over the past two decades it has become the market leader in worldwide contract interior design; a magazine that everyone tries to trump, but no one has ever been able to match its editorial, or style, let alone the audited and triumphant circulation of FX. We go to places that count!

Our editorial is considered to be the very best on the market, inviting the good and the controversial to participate. We invite the leading players of our industry to say what they think, and invite in turn, what you the suppliers think, whilst our team of journalists research offices, hotels, healthcare, education and leisure for regular contemporary features. Some are glamorous sectors and some are not, but all are achieved by brilliant architects and designers thinking creatively.

So as advertisers, we carry your message direct to the designers and specifiers who influence our life by specifying you for ground-breaking projects. We supply the leading designers with colourful and controversial editorial, which makes compelling reading for them - and on the back of this, they read your advert.

This is no catalogue; this is an essential authoritative tool for all of us who contribute to the contract sector. Designers want to hear from you!

FX Editor, Theresa Dowling

FX is an exciting, informative and forward thinking read, it is great to get a full and comprehensive view of the sector with its finger-on-the-pulse editorial.

Kenneth Baker,
Managing Principal, Gensler

Market Information

The sheer size and diversity of contact interior sector is highlighted in the market report that WMI compiled this year. The top line information below gives an overview of the industry in 2011 and forecasts the areas we expect to see growth in 2012.

The table below shows the top line value of the industry by sector information ('000m):

Segment	2011	2012	Increase
Hospitality	3443	3612	5%
Leisure	620	654	5%
Education	600	605	1%
Healthcare	1394	1426	2%
Transport	114	120	6%
Office	851	924	9%
Retail	1143	1218	7%
Total Market	8163	8560	5%

Source: See below

This is then broken into the 11 specific product groups, as detailed in the table below:

Segment	2011	2012	Increase
Bathrooms	522	542	4%
Bedrooms	626	654	4%
Fabrics & Soft Furnishings	793	828	4%
Flooring	957	1000	4%
Furnishings	2352	2501	6%
Kitchens	464	481	4%
Lighting	806	830	3%
Office Furniture	448	494	10%
Tableware & Decorations	338	345	2%
Wallcoverings	464	477	3%
Window Coverings/Treatments	394	408	3%
Total Market	8163	8560	5%

Source: WMI. The future of interior products in the UK to 2015. June 2011

The forecasting model we have used is a consensus GDP forecasts from the UK government, the Bank of England and international organizations like the IMF and WorldBank and then added sector specific indicators, including government spending budgets (for Education & Healthcare) and market revenue & profitability forecasts for commercial sectors like retail, hospitality etc.

Online

www.fxmagazine.co.uk

Our website extends our reach outside of the UK

Online Traffic – January 2011

UK	57.4%
Rest of the World	42.6%

Source: Alexa.com

Readership Analysis

The FX readership reflects the large number of architect and design consultancies that are located in London and the South East. If you want your product to be specified on major, high profile international projects, then FX offers you the perfect audience. If your business is targeted at the home market, you can take confidence that our circulation is read by the leading practices across the UK's regional hubs.

The FX readership allows you to target the architect and the end user across the three main sectors of public and workspace, hotel and leisure and retail design. This enables you to cover all three sectors with one advertising campaign and maximize the impact of your marketing budget.

FX print readership, by industry sector, 2012

Industry Sector	Number	Share
Architects & Design Consultants	6,537	45.5%
Interior Designers	2,859	19.9%
Public Workplace Design	1,609	11.2%
Local & Central Government	1,221	8.5%
Contract Furniture Dealers	230	1.6%
Banks & Building Societies	158	1.1%
Retail Design	1,350	9.4%
Multiple Chain Stores	575	4.0%
Shop Fitters	201	1.4%
Other Retail Design	575	4.0%
Hotel & Leisure	417	2.9%
Other	1,595	11.1%
Total Print Readership	14,366	100.0%

Source: Publishers Statement *

FX print readership, by geography, 2012

Geography	Number	Share
UK – London & South East England	7,039	49.0%
UK – North West England	1,006	7.0%
UK – Midlands	1,006	7.0%
UK – South West England	1,003	7.0%
UK – Scotland	968	6.7%
UK – Yorkshire	892	6.2%
UK – East Midlands	818	5.7%
UK – East Anglia	508	3.5%
UK – Northern England	398	2.8%
UK – Wales	372	2.6%
UK – Northern Ireland	357	2.5%
Total Print Readership	14,366	100.0%

Source: Publishers statement*

■ I'm an admirer of FX Magazine because it addresses design in a non-precious manner; taking into account the practical as well as the purely aesthetic. ■

John Fogarty,
Design Director, Bisley

Circulation Statement

FX reaches the most influential specifiers in the commercial contract interior market. From architects to end users, across the three main sectors of public and workspace, hotel and leisure and retail design our readership specifies in to a market valued at an estimated £2.5 billion.

FX circulation, by job category, 2012

Job Category	Number	Share
Architect	6,522	45.4%
Design Consultant	2,184	15.2%
Interior Design Consultant	1,264	8.8%
Sales and Marketing	948	6.6%
Finance and Purchasing	632	4.4%
Facilities Management	560	3.9%
Other	2,255	15.7%
Total Circulation	14,366	100.0%

Source: Publishers Statement *

Reaching a blue-chip client base, the table below gives a snapshot of the FX readership by sector and job title.

Key recipients

Architect & Design Practices (Job title)

HOK (Architect); Gensler (Associate); TP Bennett (Architect); BDP (Partner); Fosters (Managing Director)

Retail Outlets (Job Title)

John Lewis (Retail Designer - Concepts); Debenhams (Visual Merchandiser); Selfridges (CAD Manager); Marks and Spencer (Visual Merchandiser); Rogers (Director)

Hotel Groups (Job title)

Ritz Carlton (Deputy Chairman); Hilton (General Manager); Marriot (Senior Vice President); Accor (Managing Director); Radisson (Managing Director)

Top 5 Banks (Job title)

Barclays (Associate Director); Lloyds TSB (Group Chief Executive); RBS (Senior Director); HSBC (Designer); Abbey National (Director)

Government Departments (Job title)

Healthcare (Trust Architect); Education (Architect); Sports & Recreation (Design Team Leader);

FX print edition is distributed to over 12,000 architects, designers, specifiers and end-users. A digital edition introduced in 2009 is now distributed to well in excess of 2,000 requested readers giving a total distribution of over 14,000.



(Average circulation 14,366 June 2010 -July 2011)

FX is a magazine I've grown up with and I am very proud to play a part in the awards - the industry's annual highlight. If I could only subscribe to one magazine it would be FX, everything I need to know in monthly bit sized pieces.

Sara Wilkins,
Director, KSS Group

Upcoming Features

FX includes all sectors of the contract industry in each issue to make it both invaluable to all designers as well as a compulsive read. Each issue is packed with opinion, colour and controversy from the leading practices and suppliers across all sectors of interior design including hotel, commercial, leisure, retail, healthcare and education. In addition, month by month we include a focus on an individual sector where our expert journalists talk to specifiers and suppliers on each specialized topic.

2012 focus supplements

January	–
February	Surfaces
March	Retail
April	Lighting
May	–
June	Flooring
July	–
August	Bar & Restaurant
September	Lighting
October	–
November	Retail
December	–

Editorial Contributors

Regular editorial contributors include:



Pamela Buxton



Johnny Tucker



Aidan Walker



Clare Dowdy



Veronica Simpson



Annabelle Filer



Jill Entwistle



Levent Caglar

Plus contributions from the leading A & D practices.

In 2011, we had participation from Scott Brownrigg, Lee Penson Architects, Landor Associates, Woods Bagot, Modus Group, ACID, Buckley Gray Yeoman, Tilney Shane, Essentia Designs, i-am Associates, Morgan Lovell, Seymour Powell, LSI Architects, Austin:Smith Lord, IDE Architecture, Lief Design, DOS Architects, Pringle Brandon, Jam Design, MoreySmith, Fitch and Assemblyroom.

A host of other designers have contributed to our features including those that have contributed to the "Speakeasy" and the "If only" sections.

■ Interiors thank goodness has immediacy as opposed to architecture, so FX's cross-fertilisation helps to "loosen-up" our industry enormously. That is a very healthy thing indeed. ■

Lee Penson,
CEO, Penson

Marketing Options

Display advertising

- Build brand awareness and place your latest product in front of a qualified audience that has a proven track record of specifying across the contract interior market.

Focus supplements

- Throughout the year, FX will publish special focuses giving a detailed insight into the major sectors of the contract industry, namely: materials, lighting, flooring, café, bar and leisure and retail sectors.
- The supplements consist of 22 pages, have their own front cover and are highlighted with a flash on the front cover and spine. The focuses are archived on the FX website ensuring that they are readily available for referencing.

Sponsored content

- If there is a specific topic that your company would like to align itself with, there is the option to work with our editorial team and develop tailored content around that theme.

Digital edition

- A registered audience of 2,000 subscribers signed up to receive the digital version of FX.
- This allows you to compliment your display advertising campaign by upgrading to a live link through to your web or email address.
- You can also animate your advert or add video and audio feeds to take advantage of the digital platform.

Online

- The FX web site delivers breaking news and features to a global audience. Banners, spotlights and skyscraper adverts allow you to reach an online audience and monitor the effectiveness of your advertising campaign.

Newsletters

- The FX newsletter is sent out on a weekly basis to an audience in excess of 24,000 qualified readers.
- Keeping architects, designers and end users up to date with the latest projects, breaking news and events, the FX Newsletter allows you to reach directly into the inbox of commercial interior specifiers

Direct marketing

- Progressive Media Publishing boasts a database of 78,000 individual records. These are available to rent for direct mail, direct mail and telemarketing and email usage.
- This can be licensed for 1, 3, 6 and 12 month usage and is broken down into the following sectors:
Architects/Architect Practices; Interior Designers; Design/Design Consultancy; Contract Furniture Dealers; Facilities; Hotel (Independents, Chains & Boutique); Bars; Restaurants & Cafes; Multiple, Independent & Independent Retail Stores; Shopfitters; Banks & Building Societies; Property Developers

Our Clients

FX is proud to provide successful advertising solutions to the following clients:



Advert Specifications

Display

Size	Trim Size	Type Area	Bleed Size
Double Page Spread	460mm x 300mm	428mm x 265mm	470mm x 310mm
Full Page	230mm x 300mm	194mm x 265mm	240mm x 310mm
Half Page (Horizontal)	194mm x 125mm		
Half Page (Vertical)	93mm x 265mm		
Quarter page	93mm x 125mm		

Supplying copy:

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 too.

Online

Type	Size
Banner	468 x 60 pixels
Left Spotlight	125 x 60 pixels
Right Spotlight	165 x 120 pixels
Skyscraper	120 x 600 pixels

We accept the following image formats for online advertisements:

- Animated GIF (.gif) – The URL link needs to be supplied with the image.
- Macromedia Flash Files (.swf) – The flash file needs to have the URL embedded into the file.
- HTML

Newsletter

Type	Size
Top Banner	468 x 60 pixels
Spotlight	120 x 60 pixels

We accept the following image formats for newsletter advertisements:

- JPG
- GIF
- Animated GIF (.gif) – The URL link needs to be supplied with the image
- HTML

(The maximum file size of an advert is 40k)

Rates

Display

Type	1 Insert (£)	3 Inserts (£)	6 Inserts (£)	12 Inserts (£)
DPS	4,750	4,150	3,700	3,200
Full Page	2,610	2,350	2,200	1,960
Half Page	1,570	1,410	1,320	1,195
Quarter Page	875	840	795	715
Inside Front Cover	2,950	2,620	2,410	2,200
Inside/Outside Back Cover	2,950	2,620	2,410	2,200

Online

Monthly online advertising rates:	Price (£)
Banner – Run of site	1,200
Banner – Homepage	1,000
Banner – Specific section	400
Button – Run of site	900
Button – Homepage	500
Button – Specific section	400

Newsletters

Cost per broadcast:	Price (£)
Top Banner – Single Broadcast	1,300
Top Banner – Three Broadcasts	1,150
Top Banner – Six Broadcasts	1,000
Top Banner – Twelve Broadcasts	800
Spotlight – Single Broadcast	750
Spotlight – Three Broadcasts	600
Spotlight – Six Broadcasts	500
Spotlight – Twelve Broadcasts	300

Direct marketing

Single use	rates per 1000
Mailing list (address only)	£300.00
Telemarketing (above with numbers)	£340.00
Email rental (names and email)	£355.00
All of the above	£365.00

3 months multi-use	rates per 1000
Mailing list (address only)	£450.00
Telemarketing (above with numbers)	£490.00
Email rental (names and email)	£505.00
All of the above	£515.00

6 months multi-use	rates per 1000
Mailing list (address only)	£750.00
Telemarketing (above with numbers)	£795.00
Email rental (names and email)	£815.00
All of the above	£825.00

Email broadcasting	hour or part
Set up per hour	£75.00
Broadcast per k	£45.00

Output	fixed cost
Email	£120.00
Mailsort per k	£10.00
Extra demographic split	£20.00

FX is the most widely read magazine across careyjones' UK studios – consistently featuring the cutting edge of interior design, it's the magazine in which we want to see our work featured. ■■

Anna Breheny,
Project Director,
CareyJones Interiors

Contact Details

Sales contact address:

Progressive Media Publishing,
40 – 42 Hatton Garden, London,
EC1M 8EE

Group sales director

Joe Maughan
T. +44 (0)20 7406 6543
M. +44 (0)7811 150180
E. jmaughan@fxmagazine.co.uk

Sales manager

Alistair Fitzpatrick
T. +44 (0)20 7406 6629
M. +44 (0)7774 895 615
E. afitzpatrick@fxmagazine.co.uk

Sales manager

Ryan Sloan
T. +44 (0)20 7406 6623
E. rsloan@fxmagazine.co.uk

Account manager

Craig Jones
T. +44 (0)20 7406 6577
E. cjones@fxmagazine.co.uk

New business manager

Dean Cassar
T. +44 (0)20 7406 6626
M. +44 (0)7939 426 010
E. dcassar@fxmagazine.co.uk

Special project executive

Sam Dennis
T. +44 (0)20 7406 6616
E. cjones@fxmagazine.co.uk

Special project executive

Duncan Custerson
T. +44 (0)20 7406 6622
E. duncan.custerson@fxmagazine.co.uk

Classified account executive

Connie Baker-Harris
T. +44 (0) 20 7406 6534
E. constance.harris@
progressivemediagroup.com

Classified account executive

Chris Boshier
T: +44 (0) 20 7406 6551
E. christopher.boshier@
progressivemediagroup.com

Product sales

Sophia Sahin
T. +44 (0)20 7406 6546
E. sophia.sahin@fxmagazine.co.uk

Editor

Theresa Dowling
1st Floor, Boundary House,
91-93 Charterhouse Street,
London EC1M 6HR
M. +44 (0)793 909 3282
E. tdowling@fxmagazine.co.uk

Production Controller

Clare Ovenell
Progressive Media Publishing,
Progressive House,
2 Maidstone Road, Foots Cray,
Sidcup, Kent DA14 5HZ
T. +44 (0)20 8269 7757
E. covenell@fxmagazine.co.uk