

BOUTIQUE design

2022 MARKETING PLANNER





BRAND POSITION

Boutique Design (BD) serves the hospitality community by celebrating the design principles that define the boutique, lifestyle and luxury approach, as well as the visionaries driving the future of the industry. Through its curated media platforms and events, BD connects you to design decision-makers—from up-and-coming talent to the established professionals who are shaping the boutique hospitality segment.

BD's audience consists of designers, architects and purchasing agents actively working on hospitality projects, in addition to owners, developers and operators with design responsibility.

MEDIA OPPORTUNITIES

BD offers a comprehensive array of media opportunities and in-person events to support your marketing objectives and budget. Readers, like travelers, are more sophisticated than ever. Created to meet today's unique audience needs, the BD brand's tailored content and events yield optimal exposure and return on investment. An extensive range of product offerings allow you to increase brand awareness, generate leads, build relationships and advance your business.

AUDIENCE PROFILE

MAGAZINE CIRCULATION ¹

15,000+ PRINT SUBSCRIBERS

24,561 DIGITAL SUBSCRIBERS

PLUS 5,000

PRINT DIRECTORIES AND FALL ISSUES
DISTRIBUTED AT BDNY 2021

CONNECT WITH AN AUDIENCE OF DESIGN INFLUENCERS IN HOSPITALITY



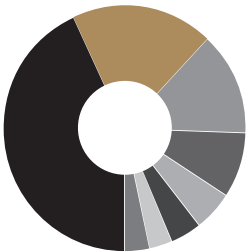
of BD readers have completed more than five hospitality projects in the past two years ¹



have completed 20+ projects ¹

TYPES OF BUSINESS ¹

41% Interior Design Firm
18% Architectural Firm
13% Hotel Resort
8% Boutique/lifestyle



5% Consulting Firm
4% Construction/Project Management
3% Purchasing Firm
3% Developer/Investor

JOB FUNCTION ¹

43% Interior Designer
22% Principal/Partner/Owner/Operator/President
11% Architect

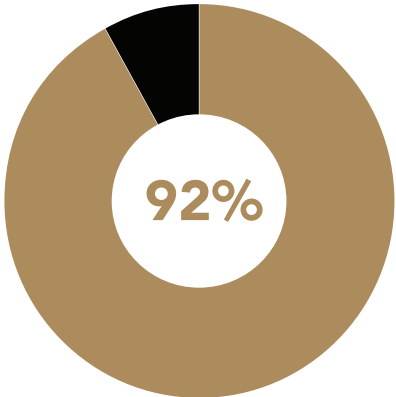


7% Project Manager
6% Purchasing/Procurement
11% Other (consultant, asset management, sales, marketing)

¹ Boutique Design Spring 2021 Circulation Statement

AUDIENCE PROFILE

APPEAL TO DESIGN DECISION MAKERS



of BD readers are involved in design decisions ¹

TAP INTO AN ENGAGED AND LOYAL READERSHIP



of subscribers spend more than 15 minutes reading BD

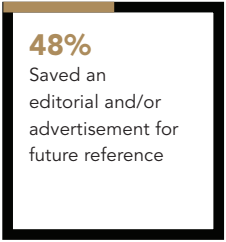
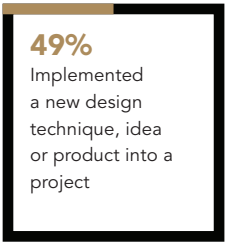
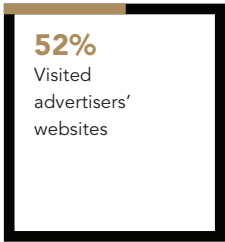
of subscribers have been reading BD for more than three years

of subscribers visit boutique design .com at least monthly

of subscribers read the magazine's print and digital versions

have been readers for 10+ years

AS A RESULT OF SEEING AN AD IN BOUTIQUE DESIGN:



¹ Boutique Design Spring 2021 Circulation Statement

PRINT EDITORIAL CALENDAR

ISSUE	THEME	TRENDING NOW	PEOPLE	DESIGN STRATEGIES	PRODUCTS	PROJECTS
FALL EDITION [BDNY ISSUE] September/October Ad Close: 8.19 Materials Due: 8.26	A Celebration of BDNY: Conference Highlights	Boutique & Lifestyle Trends	Boutique 18; Up-and-Coming Hotelier; Women Leaders in Hospitality	New Ideas for a New Year	Before the Trade Fair: BDNY Exhibitor Preview	Cool Brands and Launches
Bonus Distribution at BDNY						
BDNY TRADE FAIR GUIDE November Ad Close: 9.30 Materials Due: 10.7	New in New York	Conference Highlights	Meet the BDNY Speakers		Featured Exhibitors	
GOLD KEY DIGITAL EDITION December	Gold Key Award Finalists and Winners	BDNY Wrap-up	Gold Key Judges; Designer of the Year		Best of BDNY Product Design Competition Finalists and Winners	Gold Key Awards for Excellence in Hospitality Design

*Dates are tentative and subject to change.










PRINT RATES / SPECS

AD TYPE	2-PAGE SPREAD	INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/4 PAGE PRODUCT SPOTLIGHT	BDNY PRODUCT SHOWCASE
1X	\$10,600	\$7,300	\$7,300	\$7,400	\$6,700	\$5,000	\$4,100	\$3,500	\$2,400	\$1,700	X
2X	\$9,500	\$6,500	\$6,500	\$6,600	\$6,000	\$4,500	\$3,700	\$3,200	\$2,200	\$1,600	X
TRADE FAIR GUIDE*	\$3,700	\$2,300	\$2,300	\$2,500	\$2,100	X	\$1,400	X	\$800	X	\$750

*Must be a BDNY exhibitor/sponsor to participate.

ADVERTISING SPECIFICATIONS

Trim Size 9 1/4" x 10 7/8" / Bleed Size 9 1/2" x 11 1/8" / Spread Trim Size 18 1/2" x 10 7/8" / Gutter Bleed Only Spread 18" x 10 7/8" / Live Area 8" x 10"

	SIZE	WIDTH	DEPTH
	FULL PAGE (WITH BLEED)	9 1/2"	11 1/8"
	FULL PAGE (NON-BLEED)	8 3/4"	10 3/8"
	1/2 VERTICAL (NON-BLEED)	4"	10"
	1/2 HORIZONTAL (NON-BLEED)	8 3/4"	4 7/8"
	1/2 HORIZONTAL (WITH BLEED)	9 1/2"	5 3/4"
	1/3 VERTICAL (NON-BLEED)	2 1/2"	10"
	1/3 HORIZONTAL (NON-BLEED)	7 7/8"	4 5/8"
	1/3 HORIZONTAL (WITH BLEED)	9 1/2"	4 1/4"
	1/4 VERTICAL (NON-BLEED)	4"	4 7/8"

Notes:

Live matter should be held back 1/4" from all trim sides.

Ad materials are to be supplied as digital file in the preferred PDF/X-1a (vector) format.

Create one PDF/X-1a file per ad or ad page.

Spreads must be submitted as two single-page files.

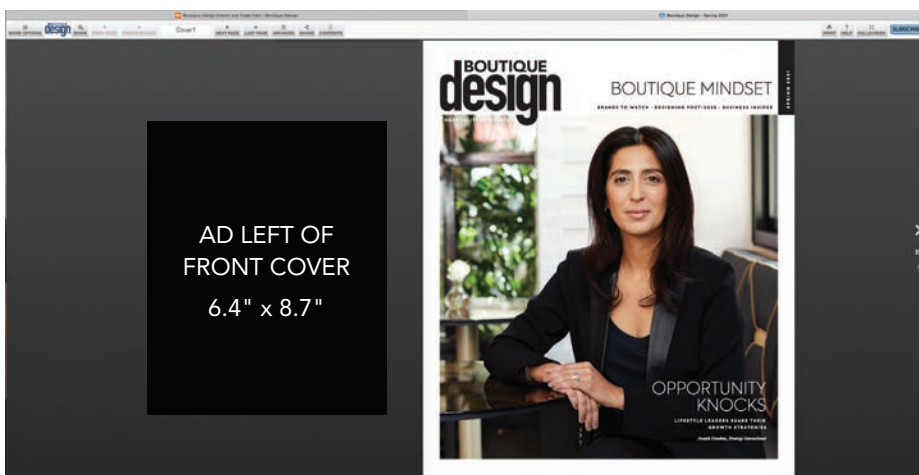
To match the color expectations of our advertisers, BD requires the PDF/X-1a file format and a SWOP proof for each ad submitted.

LOOK / FORMAT



LARGE FORMAT + HIGH IMPACT

Make an impression with full-page ads and eye-catching spreads.



EXPAND YOUR REACH TO 24,561 DIGITAL SUBSCRIBERS

RATES	
Ad Left of Front Cover	\$2,400 / issue
Full Page Ad	\$1,700 / ad

ENLIGHTENED AND INSPIRED

BOUTIQUE DESIGN E-NEWSLETTER

Reach 27,000+ hospitality design professionals

by showcasing your product or service in the Boutique Design Check-In e-newsletter. Created by BD editors and distributed on a bi-weekly basis, your ad will be included alongside trending industry headlines.

NEWSLETTER PRICING (PER MONTH)

AD TYPE		1X	6X	12X
A	Primary Wide Rectangle	\$2,000	\$1,800	\$1,700
B	Primary Medium Rectangle	\$2,000	\$1,800	\$1,700
C	Product Ad + 300 characters	\$1,400	\$1,200	\$1,000
	Secondary Wide Rectangle	\$1,500	\$1,400	\$1,100
	Secondary Medium Rectangle	\$1,400	\$1,200	\$1,000

Multiple ads for each position are sold and placement is not guaranteed.

Note: Secondary Wide and Medium Rectangle appear lower on the page.

AVERAGE UNIQUE OPENS: 4,450

E-MAIL ANNOUNCEMENTS

BD will deliver your HTML e-mail message to 15,400+ opt-in users who have asked to receive product, trade fair and other information from Boutique Design. HTML allows for use of formatted text, images and multiple links. These e-mail announcements feature your message only—with no other on-screen distractions. Limited to two distributions per month.

\$2,700 PER USE

SPECIAL E-MAIL BROADCAST

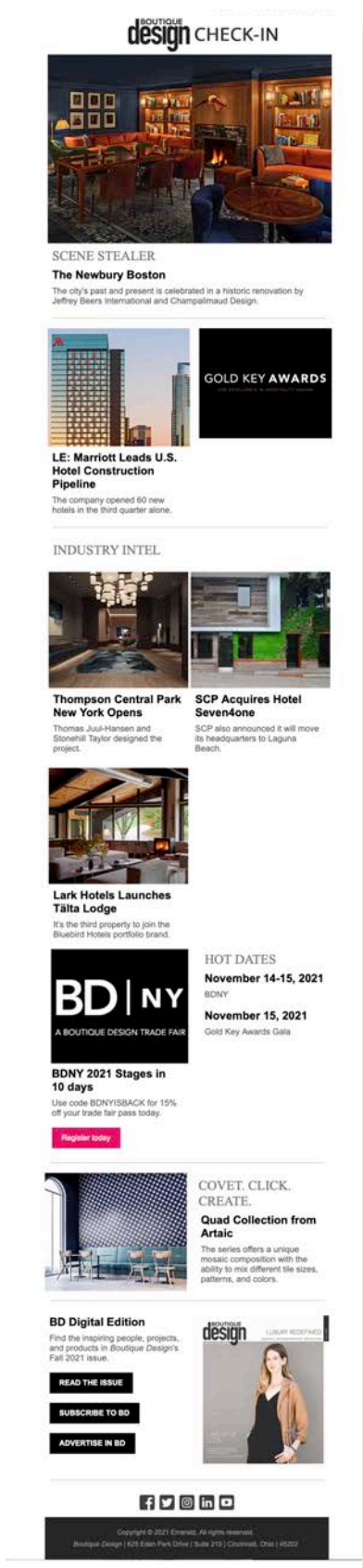
Your HTML message will be delivered to 20,000+ BDNY attendees and subscribers (quantity will fluctuate slightly depending on time of year). Limited availability.

\$4,700 PER USE

PRIMARY WIDE
RECTANGLE
600 x 100 px

PRIMARY MEDIUM
RECTANGLE
300 x 250 px

PRODUCT AD
220 x 220 px



SOCIAL MEDIA

INSTAGRAM TAKEOVER

Connect with the boutique and lifestyle design community in an authentic way by sharing a glimpse into life at your business. This all-new offering gives manufacturers and design firms an opportunity to show off their best products and projects to Boutique Design magazine's 9,247 Instagram followers. Then posts from your takeover remain in the BD archives. One-day takeovers available on select dates. Sponsor must submit materials at least five business days prior to the takeover date for approval and editing.

RATE
\$2,500

FOLLOWERS IN BD'S NICHE NETWORK*



INSTAGRAM @boutiquedesignmag
10,700



TWITTER @BoutiqueDesign
8,987

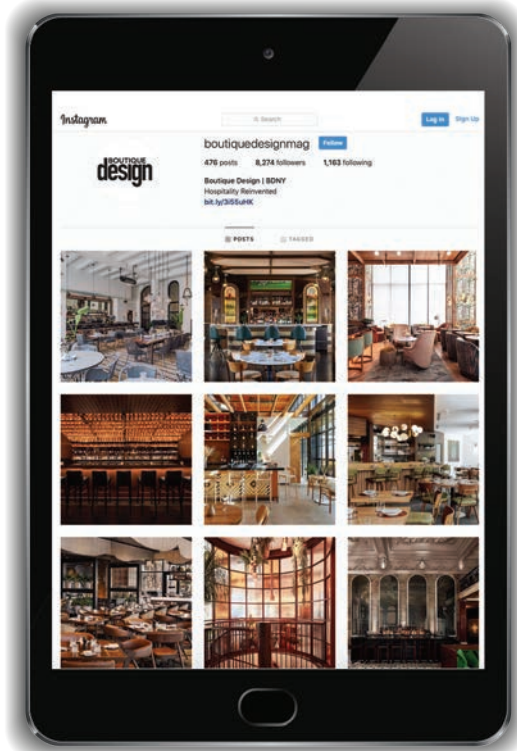


FACEBOOK @boutiquedesignmag
6,663 follows



LINKEDIN company/boutique-design-trade-fair-events
1,100

*As of December 2021



PRODUCT WEBINARS



CUSTOM WEBINAR

With this custom option, sponsors have the opportunity to select a topic and preferred panelists, while BD handles the marketing and webinar production. Dates and times are scheduled on an as-available basis. A member of the BD team will moderate the hour-long conversation and audience Q&A throughout the session.

INVESTMENT
\$12,500/single session*

*exclusive session sponsorship



A BOUTIQUE DESIGN TRADE FAIR

NOVEMBER 13 - 14, 2022
JACOB K. JAVITS
CONVENTION CENTER

Set in the cultural capital of New York City, BDNY provides access to an unparalleled design experience that showcases creativity, energy and seasoned and emerging hospitality design talent. Attracting thought-leaders, savvy professionals and a curated blend of manufacturers of hospitality design elements, BDNY immerses audiences in exceptional design, exchange and education. Never predictable, BDNY reflects the city design calls home with a perennial event that is contemporary, bold and sophisticated. We are committed to delivering a high return on investment for our exhibitor and sponsor partners and audience engagement on the trade fair floor.

ATTENDEES

Expected 7,000 interior designers, architects, purchasing agents, hospitality owners/developers working on hospitality projects.

EXHIBITORS

More than 550 manufacturers/marketers of innovative design elements for hotels, resorts, cruise ships, restaurants, spas, casinos, night clubs and other related projects.

WEBSITE

bdny.com

INVESTMENT

STANDARD BOOTH PACKAGE

10x10	\$5,995	\$59.95 / square foot includes drayage
10x20	\$11,990	
20x20	\$23,980	

PREMIUM BOOTH PACKAGE

5x10	\$4,750	\$95 / square foot
10x10	\$8,800	\$88 / square foot
10x20	\$17,600	
20x20	\$35,200	

Premium booths include white hard wall system, gray carpet, lighting, drayage.

*Corner fee \$325

All booths require an enhanced marketing fee of \$200

DESIGNED SPACES

Provides an incredible opportunity to share a larger area with non-competing manufacturers for displaying products in a hospitality setting (think bar, lounge, café etc.) as a booth alternative. This turn-key approach to product display positions your company as a thought leader and innovator, as well as achieving all the visual benefits of working in this non-traditional space. Participation as a sponsor affords you the unique opportunity to collaborate with a leading or emerging hospitality design firm on the design of the space.

DESIGNED SPACE SPONSORSHIP \$30,000

BEST OF BDNY PRODUCT DESIGN COMPETITION*

The Best of BDNY Product Design Competition recognizes designers and manufacturers of products that demonstrate functional and aesthetic progress, and, above all, innovation in their respective categories. Entries are judged by panel of hospitality design professionals on-site at BDNY.

FIRST ENTRY \$750

ADDITIONAL ENTRIES \$100

(one entry per company will be included in a special product section in BD's Digital Gold Key Edition)

*must be a BDNY exhibitor/sponsor to enter the competition

EXPERIENTIAL AND ENERGIZED

BDNY.COM ADVERTISING

Web advertising builds brand awareness and promotes booth traffic to thousands of website viewers.

Average monthly unique pageviews: **5,267***

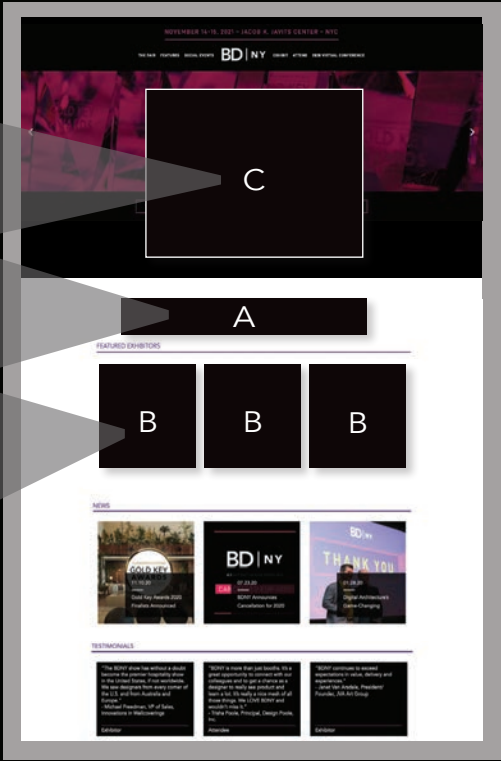
	AD TYPE	RATE
A	Home Page Leaderboard <i>Limited to 3 non-competing companies</i>	\$1,800 / 3 months
B	Featured Exhibitor <i>Photo/Logo/Link to Website Limited Availability</i>	\$1,500 / 3 months
C	Welcome Ad <i>Prestitial</i>	\$5,000 / 3 months

*Based on six-month average from May to October 2020.

WELCOME AD
640 x 480 px

HOME PAGE
LEADERBOARD
728 x 90 px

FEATURED
EXHIBITOR AD



BD | NY
KICKOFF PARTY

NOVEMBER 12 // NEW YORK

Celebrate BDNY with 400+ of hospitality's best as we officially kick-off a successful trade fair. Sponsors of this high-profile event will get the opportunity to connect with hospitality design professionals, build brand awareness and invite customers (or potential customers) to this prime networking event.

INVESTMENT

\$4,000

(limited to four non-competing manufacturers)

CONFERENCES AND EVENTS

BD connects you to design decision-makers, from up-and-coming talent to established professionals who shape the hospitality interiors marketplace throughout the year at our conferences and events.

BOUTIQUE DESIGN MATCH

MAY 22-25 // JW MARRIOTT SAVANNAH PLANT RIVERSIDE DISTRICT

Boutique Design Match is an exclusive, invitation-only event that connects hospitality design decision-makers with suppliers for one-to-one meetings. Sponsoring manufacturers are guaranteed 20 meetings and provided a tabletop area for product display.

INVESTMENT

1 company representative: \$12,200

2 company representatives: \$16,800

3 company representatives: \$19,000



Boutique Design Forums are a series of private, invitation-only events that connect suppliers with hospitality owners/brands/developers, interior designers, architects and purchasing agents, at an executive level through a common experience, shared sports or cultural interests. Each Forum is set in a different location and caters to relationship building exchange in a relaxed environment.

INVESTMENT

1 company representative: \$7,200

2 company representatives: \$9,900

winter forum
A BOUTIQUE DESIGN EVENT

FEBRUARY 15-17 // VAIL, COLORADO
FOUR SEASONS RESORT | THE SEBASTIAN

summer forum
A BOUTIQUE DESIGN EVENT

JULY 27-29 // SONOMA, CALIFORNIA
FAIRMONT MISSION INN

fall forum
A BOUTIQUE DESIGN EVENT

AUGUST 29-31 // ASHEVILLE, NORTH CAROLINA
THE BILTMORE

GOLD KEY AWARDS

FOR EXCELLENCE
IN HOSPITALITY DESIGN

NOVEMBER 14 // CIPRIANI 42ND STREET // NEW YORK

The 42nd Gold Key Awards for Excellence in Hospitality Design recognizes outstanding design worldwide. Connect with 500 attendees, including finalists and winners in each category, Designer of the Year, and the Gold Key judges. Build brand awareness and align your company with this years' most exceptional talent and design.

INVESTMENT

TITLE SPONSOR (limited to two non-competing companies) \$11,500

CATEGORY SPONSOR \$6,400



JUNE 26-29 // KEY LARGO, FLORIDA // OCEAN REEF CLUB

Senior Lifestyle Design Match is an exclusive marketplace for manufacturers to connect with senior and assisted living design professionals and owners/developers for one-to-one meetings. Sponsoring manufacturers are guaranteed a minimum of 20 meetings and provided a tabletop area for product display.

INVESTMENT

1 company representative: \$11,350

2 company representatives: \$15,350

UNPARALLELED AND REVOLUTIONARY

OUR TEAM

We are dedicated to advancing our customers' business in hospitality, highly connected in the market we serve and willing to put our resources to work for you. We will help optimize your marketing efforts and can customize a marketing program that meets your objectives and budget.

BRAND MANAGEMENT

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