

# **Designer Pages Marketing Solutions**

*2015*

# Who's in the Designer Pages network?

Designers find products through a variety of channels and outlets: from trade shows to editorial and product search platforms. Designer Pages' presence at each of these touch points creates an ecosystem for design professionals and manufacturers to interact. The core userbase consists of design professionals in commercial interiors, with the reach extending to design enthusiasts and firms' clients.



150,000

Registered Users

110,000

Uniques Monthly

860,000

Product Views Monthly



78,000

Newsletter Subscribers



53,000

Facebook Fans



200,000

Twitter Followers

TRUSTED BY

FXFOWLE

Gensler

HKS



MMOSER ASSOCIATES



PERKINS  
+ WILL

vocon.



Designer Pages Marketing

# Demographics

Interior Designers by Segment



- General 57.43%
- Corporate 22.38%
- Healthcare 6.75%
- Retail 3.61%
- Government & Institutional 2.63%
- Hospitality 2.87%
- Residential 4.34%

Years in Industry



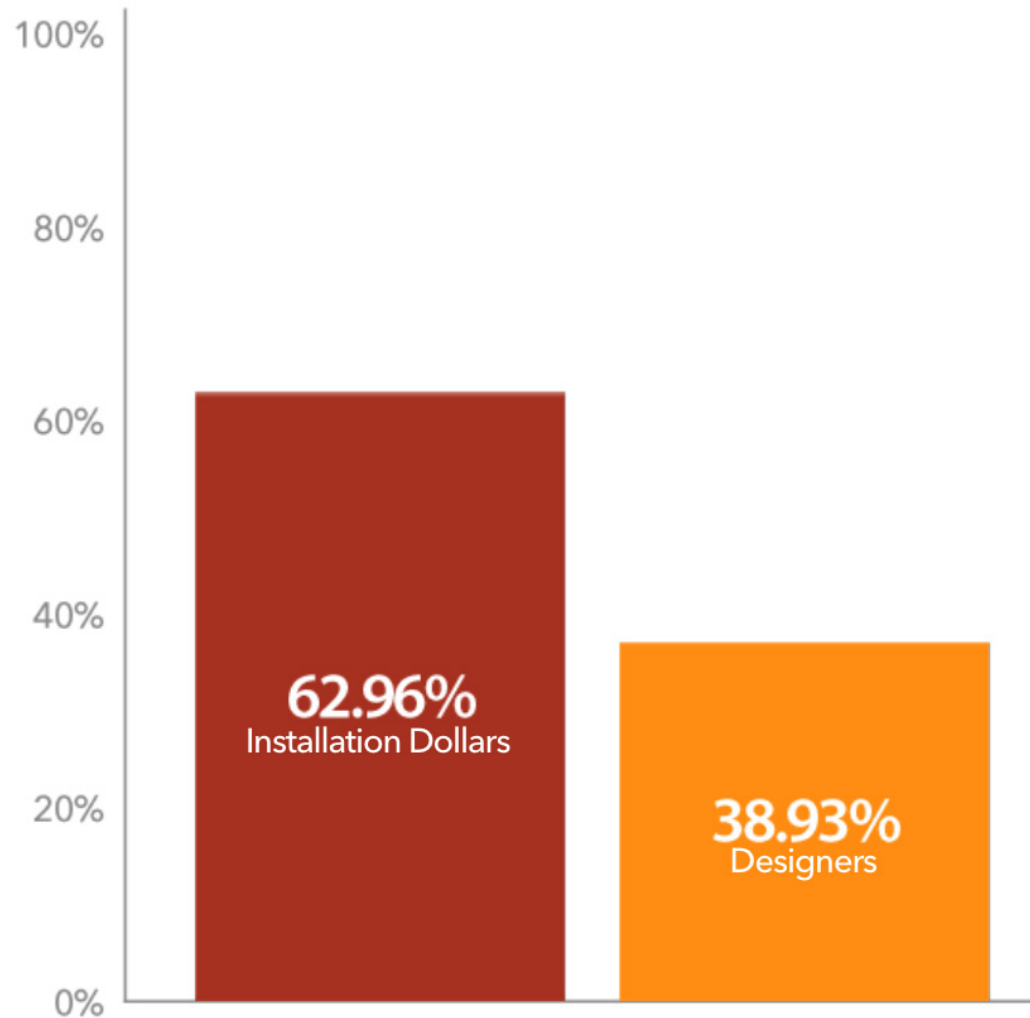
- 20+ Years 42.75%
- 10-19 Years 26.33%
- 1-9 Years 30.91%

Top 10 States



- California 16.6%
- New York 16.14%
- Texas 5.37%
- Florida 5.15%
- Maryland 4.28%
- New Jersey 4.00%
- Illinois 3.88%
- Washington 3.44%
- Massachusetts 3.07%
- Other 38.07%

# Industry Penetration



## SUBSCRIBERS (by ID Giant Ranking)


1. Gensler
2. HOK\*
4. Perkins+Will
5. Jacobs\*
6. Stantec\*
11. Skidmore, Owings & Merrill\*
12. HKS
14. CannonDesign\*
18. AECOM Technology\*
20. M Moser Associates
21. SmithGroupJJR
31. Corgan
37. Vocon
57. Huntsman Architectural Group
62. Elkus Manfredi Architects\*
67. Populous
72. FXFOWLE Architects
78. Rapt Studio
82. Staffelbach
84. Mancini •Duffy
94. Cooper Carry\*

\* New firms as part of BuildingGreen partnership.

# Most Popular Brands

## FURNITURE

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1. **Knoll**
2.  **Herman Miller**
3. **Steelcase**
4. **coalesse®**
5. **vitra.**

## TEXTILES

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1. **maharam**
2. **Knoll Textiles**
3. **DESIGN  
TEX**
4. **MOMENTUM  
TEXTILES**
5. **Carnegie**





## FLOORING

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1. **Interface®**
2. **shaw** contract group®
3. MANNINGTON  
COMMERCIAL
4. Tandus | Centiva  
A Tarkett Company
5. *Milliken*

## OTHER

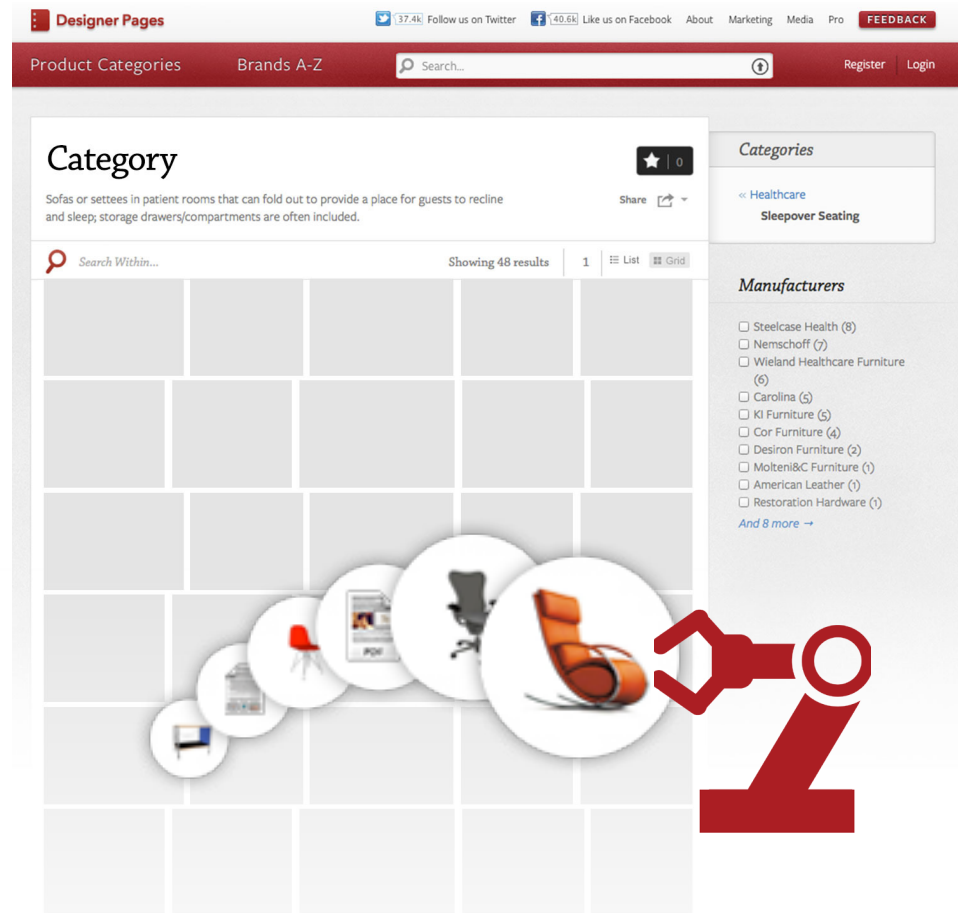
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1.  **EUREKA**
2.  **SHERWIN-WILLIAMS**
3.  **Benjamin Moore® Paints**
4. **FOSCARINI**
5.  **Armstrong**

# DesignerPages.com Product Listings

BRAND EXPOSURE THROUGH SEARCH

We can pull products directly from your website. If you would like your brand listed on Designer Pages, shoot us an email at [brands@designerpages.com](mailto:brands@designerpages.com).



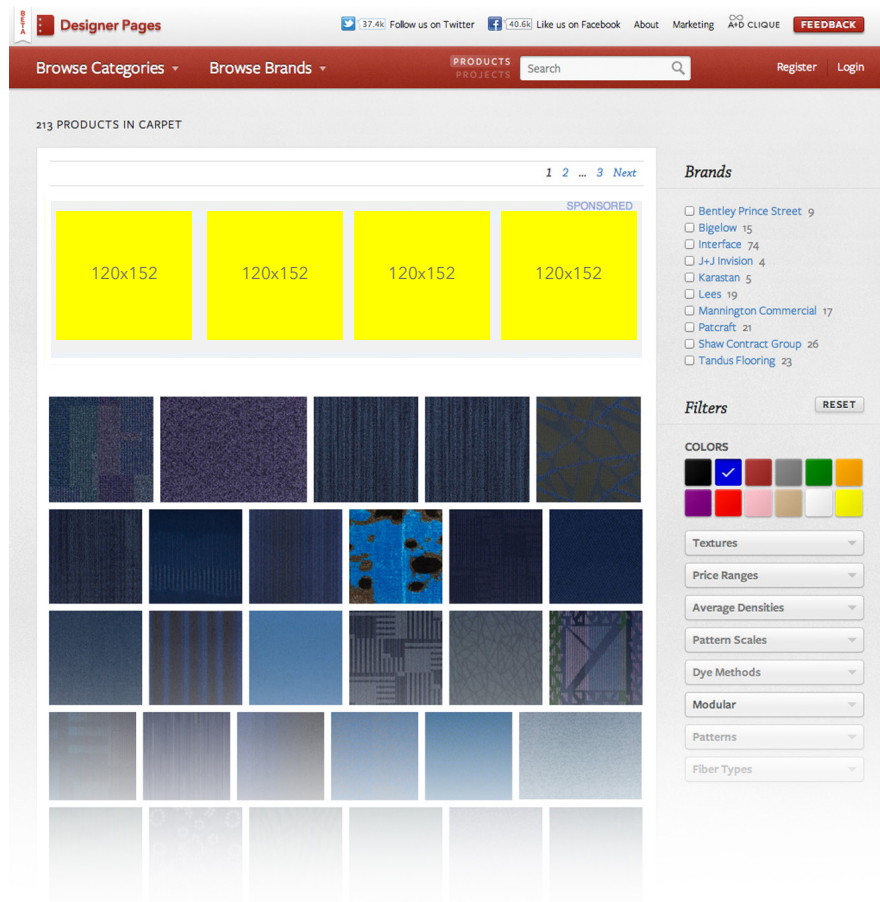
## PRICING

1-2 Product Categories	\$550/Yr.
3-5 Product Categories	\$650/Yr.
6+ Product Categories	\$850/Yr.

# Featured on DesignerPages.com

REACH QUALIFIED DESIGN PROFESSIONALS AT THE RIGHT TIME AND PLACE

Sponsored Product Placement puts your product at the top of search results when design professionals search for the type of product you offer, from task chairs to modular carpet and pendant lights.



## METRICS

150,000 Monthly Visits  
4.5% Average Clickthrough Rate  
4.9 Average Pages per Visit  
\$5.33 Average Cost per Click  
6:21 Average Time on Site

## PRICING

### Premium Placement

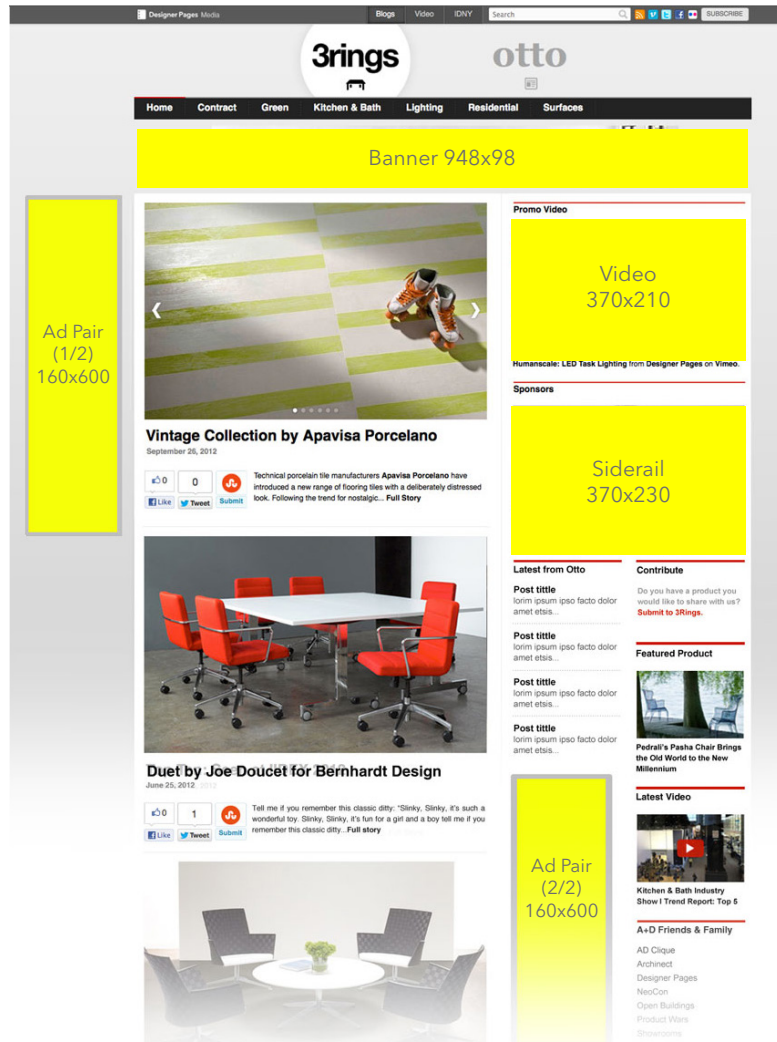
Sponsorship

ABOVE SEARCH RESULTS, PRICE VARIES BY CATEGORY

# 3rings | otto

REACH A VAST AUDIENCE OF DESIGN PROFESSIONALS AND DESIGN ENTHUSIASTS

Market yourself within one of the most influential editorial platforms for design professionals, covering products (3rings) industry news and projects (otto). Promote a new product, gain traction for a new promotion, or build brand recognition.



## METRICS

95,000 Average Monthly Visits

4.9 Average Pages per Visit

3:14 Average Time on Site

## PRICING

Banner 948x98

\$24 CPM\*

IMMEDIATELY BELOW NAV

.28% Avg clickthrough rate

Promo Video 370x210

\$80 CPM

TOP OF PAGE, RIGHT

.86% Avg clickthrough rate

Siderail 370x230

\$20 CPM

MULTIPLE SLOTS, RIGHT

.23% avg clickthrough rate

Twin Skyscraper (2x) 160x600

\$24 CPM

.23% Avg clickthrough rate

\*Cost per mile



# Designer Pages Newsletters

TARGET WITHIN THE APPROPRIATE MARKET SEGMENT OR CATEGORY

Land directly in subscribers' inboxes every day - lists range from 12.5k to 70k designer professionals and enthusiasts depending on newsletter type.



## METRICS

26% Average Open Rate

1.3% Average Clickthrough Rate

## 9 WEEKLY NEWSLETTERS

### Product [Subscribers]

- Contract [70K]
- Kitchen & Bath [30K]
- Surface Trends [40K]
- Lighting Trends [30K]
- Green Trends [35K]
- Hospitality [15K]
- Healthcare [20K]
- Education Trends [12.5K]
- Luxury Trends [70K]

## PRICING

### Banner 728x90

\$1000-3500 / month

RIGHT RAIL, PRICE VARIES BY CATEGORY

### Siderail 250x576

\$750-2000 / month

RIGHT RAIL, PRICE VARIES BY CATEGORY

# Tools & Services

IN ADDITION TO MEDIA OFFERINGS, YOU SHOULD KNOW WE PROVIDE A VARIETY OF ROBUST, MULTI-DIMENSIONAL SOFTWARE AND INFORMATION SERVICES.



## QR LEADR

QR Leadr is a lead management solution that will help you enhance the value of each customer interaction in your showrooms (and at trade shows).



## LUNCHBOX

Lunchbox is a sales tool to help you present product information and marketing material to customers on your iPad.



## DESIGNER PAGES ANALYTICS

DPAnalytics is an intelligence platform to help you gain an understanding of how your customers and prospects interact with your products (and your competitors' products) to advance product development, marketing strategies, and sales deployment.

Pricing available upon request.