

# Ligné MAGAZINE

## MEDIA KIT 2015



The mission of Ligné Magazine is to engage our viewers within the markets of both interior and product design. Supporting multiple showrooms, designers, manufacturers and artists allows us to establish a growing connection between our readers and a vast array of accessible products.

We aim to be a relevant and valuable resource for the design industry each quarter, bringing not only the latest in design trends, but insider knowledge on effective business development and articles on architecture, food, travel and fashion.

With a 60% increase in readership in the last quarter alone, Ligné Magazine reaches over 45,000 interior designers, shelter editors, architects, real estate developers, tastemakers and the top 2% of HHI end users each issue. Our readership includes clients of the nation's top trade and retail showrooms, editors and writers for the largest and most significant shelter publications, both online and print, and those who design everything from hotels to luxury residences.

1415 North West Loop Ste. 1025, Houston, Texas 77008 | 713-429-4074 | [www.lignemagazine.com](http://www.lignemagazine.com)

# WHO ARE OUR READERS?

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Female: 60%

Male: 40%

Average age print: 35-55

Average age digital: 25-34

Average income: 250K+

Of our 45K+ quarterly circulation, reader interests include:

- Real estate and development
- Architecture
- Shopping, apparel, and accessories
- Travel and hotels
- Restaurants, dining, nightlife and drinks

## DISTRIBUTION

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- Hand-selected print to interior designers, architects, real estate developers, tastemakers and celebrities
- Digital distribution online
- Design showroom placement in Miami, Houston, Los Angeles, Chicago, Dallas, San Francisco, and New York
- Event distribution placement at charity and social galas

## CIRCULATION

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- Digital readership at lignemagazine.com: 40,000+ per quarter
- Print circulation to hand-selected top interior designers, architects, real estate developers, publication editors, tastemakers and celebrities: 5000+

# ADVERTISEMENT CALENDAR 2015

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ISSUE	AD CLOSE	MATERIAL DUE	PUBLISH DATE
XII	FEB 4	FEB 18	APR 15
XIII	JUL 6	JUL 20	SEPT 18

## RATES

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SINGLE PAGE .....	\$2500
SPREAD .....	\$4000
SECOND COVER +PAGE 1 .....	\$6000
THIRD COVER .....	\$4750
BACK COVER .....	\$8000

Discount contract pricing is available.  
Please contact Yuri Xavier at [yuri@thelignegroup.com](mailto:yuri@thelignegroup.com) for more information.

Advertisement rates effective January 2015. Payments not received after Ad Close date will lose placement in publication. Ad cancellation must be submitted by written communication prior to Ad Close date. Cancellation requests after Ad Close date will be non-refundable. If payments are received by Ad Close date, yet marketing materials are not submitted by Material Due date, ad placement will be void and payment will become non-refundable.



## SUBMIT

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All ad materials can be submitted via email to [susie@ligneamgency.com](mailto:susie@ligneamgency.com)

## AD SPECIFICATIONS

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PDF CMYK files at 300 dpi.

Page: Trim 8.5" x 11" | Bleed 8.625" x 11.125"

Spread: Trim 11" x 17" | Bleed 11.125" x 17.125"

## REGULATIONS

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The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the magazine. Every effort will be made to conform with ad placement requests, however final ad placement is at the discretion of the publisher; excluding additional cover page reservations. Ad changes and/or cancellations will not be accepted after ad closing date. The publisher is not responsible for errors in ad content included in advertising space.

For further assistance or information, please contact Yuri Xavier at 713.429.4074 or [yuri@thelignegroup.com](mailto:yuri@thelignegroup.com)