

[kontakt]

modern living, forward thinking



2009
media kit

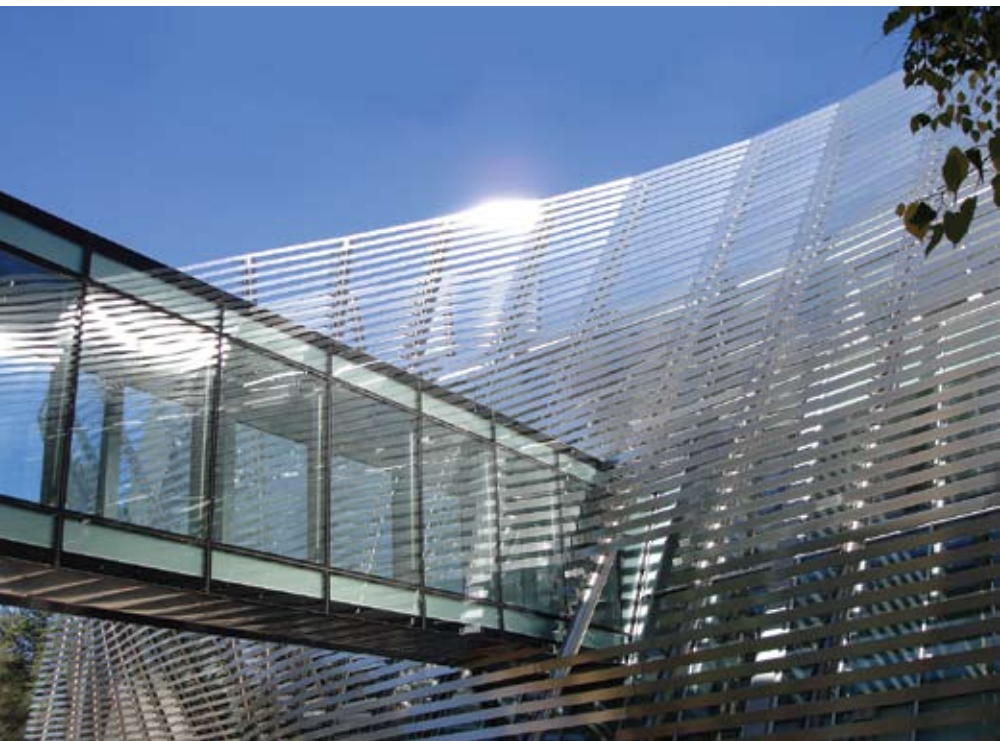
[kontents]

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kontaktmag.com

kontaktmag strives to create a venue for innovative contemporary design and designers, promote sustainable urban living and inspire the design community and design enthusiasts through ground-breaking editorial and breathtaking photography; no exclusion or pretension – just quality content.

Through expanded coverage in the US and throughout the world, *kontaktmag* acts as a showcase of innovative modern design and style with a globally aware sensibility.



The *kontakmag* reader is affluent and well educated with a passion for the simple, clean look of great, modern design. These creative professionals are seen as innovators, express themselves through what they buy and influence the opinions of their peers. Design savvy, these urban dwellers enjoy products of high quality and appreciate the aesthetic qualities of the places and things that surround them. *kontakmag* readers have voracious appetites for modern design and are intensely aware and engaged in the world around them. Rather than being spectators, our readers live and breathe modern design and look to *kontakmag* to bring them the best design on the planet.

Demographics

Male	47%
Female	53%
Single	33%
Married or living together	67%
21-29	26%
30-39	30%
40-49	18%
50 and over	25%
Median Age	35
College or higher	78%
Post-Graduate Degree	32%
Average Household Income	\$182K
Percentage Above 85K	61%
Homeowners	67%
Average House Value	\$460K
Above 300K	43%

Readers look to *kontakmag* for coverage of:

Design Innovation	75%
Design Trends	73%
Environmental Issues	64%
Designer/Artist Spotlights	60%
Travel	54%
Fashion	36%
Industrial Design	34%
Product/Services Advertised	27%
Events	26%

Source: Reader survey administered April-July 2008.

kontakmag readers take action

Visited an advertiser's website?	82%
Visited a store/showroom?	52%
Saved an ad?	37%

Travel

Travel domestically over three times a year.	89%
Travel internationally at least once a year.	45%
Stay seven or more nights in a hotel annually.	77%

Dining out

Dine out at least once a week.	95%
Dine out three or more times a week.	61%

Believe design is a major factor when choosing a new home appliance.	72%
Believe quality is more important than price.	64%
Prefer shopping at independent stores over chains.	59%
Plan to renovate or redecorate one or more rooms in home in the next year.	53%
Drive a luxury vehicle or are planning to purchase one in the next year.	39%
Likely to purchase fine jewelry or luxury watch in the next year.	63%
Enjoy going to bars, lounges, and/or clubs.	50%
Buy liquor based on premium brands.	67%

kontakmag readers are decision makers

Design Professionals	51%
Principal or Managing Partner	74%

81% said environmental/sustainability factors were important in selecting products for their design projects.
91% made a professional decision that favored a sustainable product over one that was not.



[kontaktpapers]

Time – Featuring the latest innovative timepieces, either mechanically or aesthetically significant.

Transport – Showcasing groundbreaking industrial automobile design, either a concept or production model.

Graphic – This department spotlights individuals and firms creating inventive product packaging, advertising, self-promotion, web or graphic design.

Reimagined – Some products have been unchanged for so long we overlook them. Here we feature a redesign of a well-known or staple product.

Green – While green may be the new black, *kontakt* goes beyond the trends, de-mystifying the concept of green and informs individuals about ways to make a difference.

Profile – Every generation has its pioneers. Here we introduce visionaries working to bring about innovative change in their surroundings.

Urban Hotspot – Design intersects with nightlife as we feature clubs, lounges and restaurants raising the bar in environmental design.

News – Reporting on the people and events that impact and influence the design community.

Innovations – From award winners to up-and-comers, *kontakt* reveals emerging industrial design and technology.

Resources – Featuring books and websites offering design products, how-tos and, most importantly, inspiration.

[kontaktextplores]

Accommodations – To some it might seem absurd to plan travel based on a hotel. We bring the believers and skeptics the most amazing destination hotels in the world.

Urban Holiday – Sometimes life calls for a temporary escape, and travel should not sacrifice design. This department combs the country for the swankiest accommodations, culinary experiences, design and culture.

Urban Explorer – Urban living is a worldwide trend. From Tokyo to Dublin, Amsterdam to Melbourne, *kontakt* highlights the centers of urban living around the world.

[kontaktdesign]

Design Details – From choosing the right flooring or window treatment to making the most of limited space, this department focuses on a specific aspect of designing the home.

Renovation – New is not always better. *kontakt* explores homes and businesses preserving the history and character of old builds while giving them a modern facelift.

Interior – These are the Joneses to keep up with. This department explores the finest in modern contemporary interiors and the masterminds behind them.

Architecture – Spotlighting the innovative, influential and sometimes extreme examples of modern architecture as well as the creative minds and philosophies behind them.

Modern Furniture – *kontakt* features some of the most uniquely designed furniture and accessories from established and up-and-coming designers from across the globe.

Global – Despite our local roots, we cannot ignore amazing design outside the country. This department offers an inside look at groundbreaking architecture around the world.

[kontaktfashion]

Designer – Scouring the globe, *kontakt* finds the next generation of designer as well as the established veterans influencing the trend-driven industry.

Boutique – *kontakt* explores the intersection between fashion and interior design, featuring fashion outlets with an emphasis on the overall design experience.

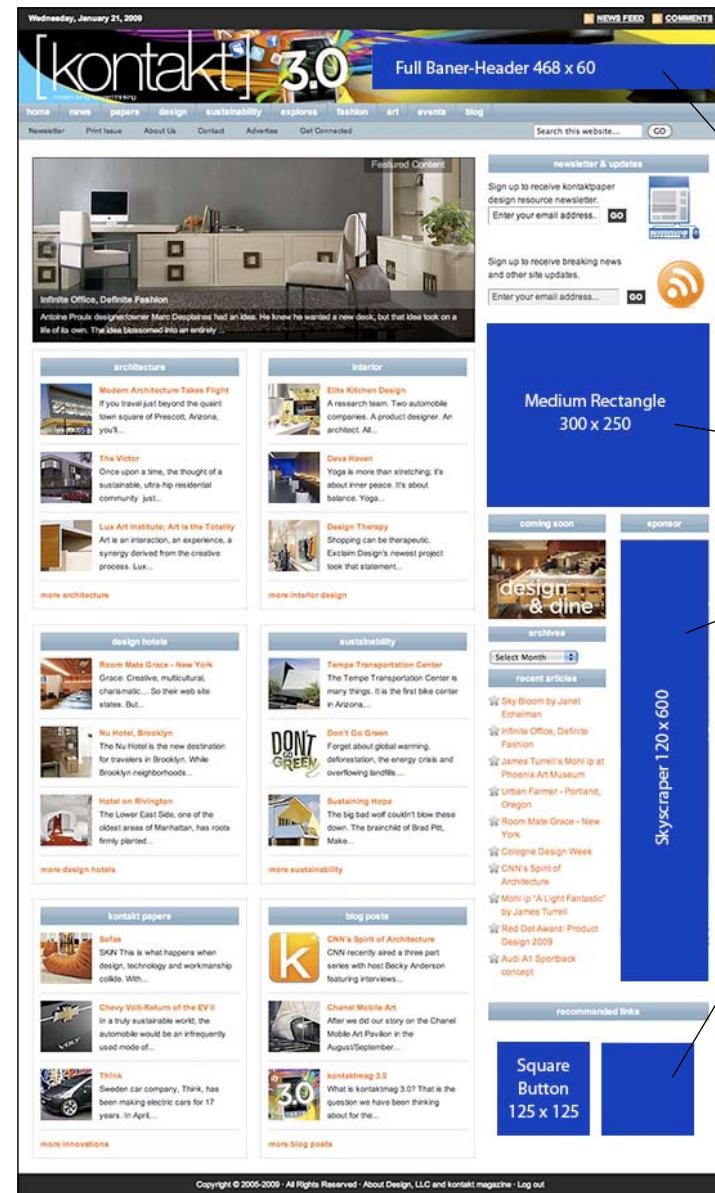
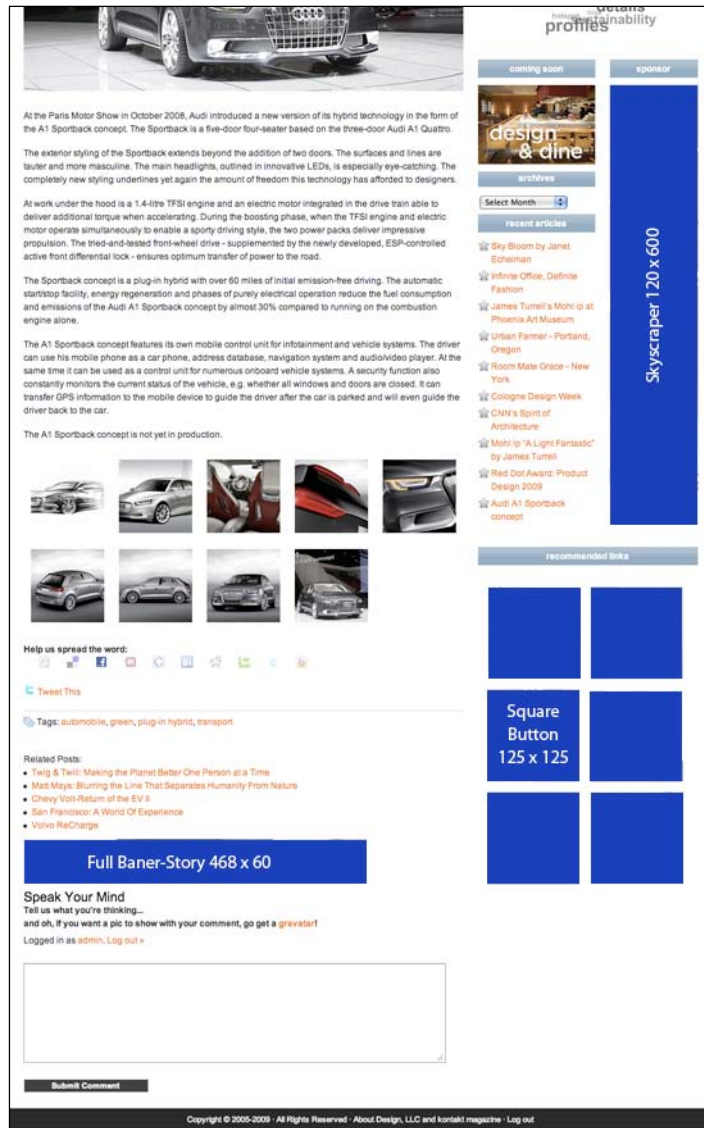
Fashion Editorial – No hipster wannabes or trend slaves in our domain—fashion forward is the motto at *kontakt*. We offer innovative editorial, provocative photographic essays and of course, real fashion.

[kontaktart]

Artist – Going inside the creative mind, *kontakt* explores the connection between art and design, featuring sculptors, painters, authors, musicians and installation artists.

Gallery/Museum – Spotlighting the new breed of art galleries and museums where the presentation of the venue is rivaled only by the art it contains.





kontaktmag.com

The new *kontaktmag* web site has been retooled to create a dynamic, content-rich environment for professionals and contemporary design enthusiasts. The site contains hundreds of stories and thousands of pictures as well as links for further exploration making *kontaktmag* a place for readers to stay informed and connected with the design world. New stories and news items are updated several times a week keeping our readers up-to-date and informed. The dynamic nature of the site keeps readers coming back regularly, leading to more page views and higher click-through rates for banner ads. As a result of three years of carefully selecting advertising partners, *kontaktmag* readers trust the content and ads have a much higher click-through rate than the national average. An advertiser can expect over 50,000 impressions a month.

Banner Ads

Banner	Size	Placement	CPM*
Full Banner-Header	468 x 60	ROS	\$14.00
Medium Rectangle	300 x 250	HP	\$16.00
Skyscraper	120 x 600	ROS	\$14.00
Square Button	125 x 125	ROS	\$7.00
Full Banner-Story	468 x 60	ROS	\$12.00

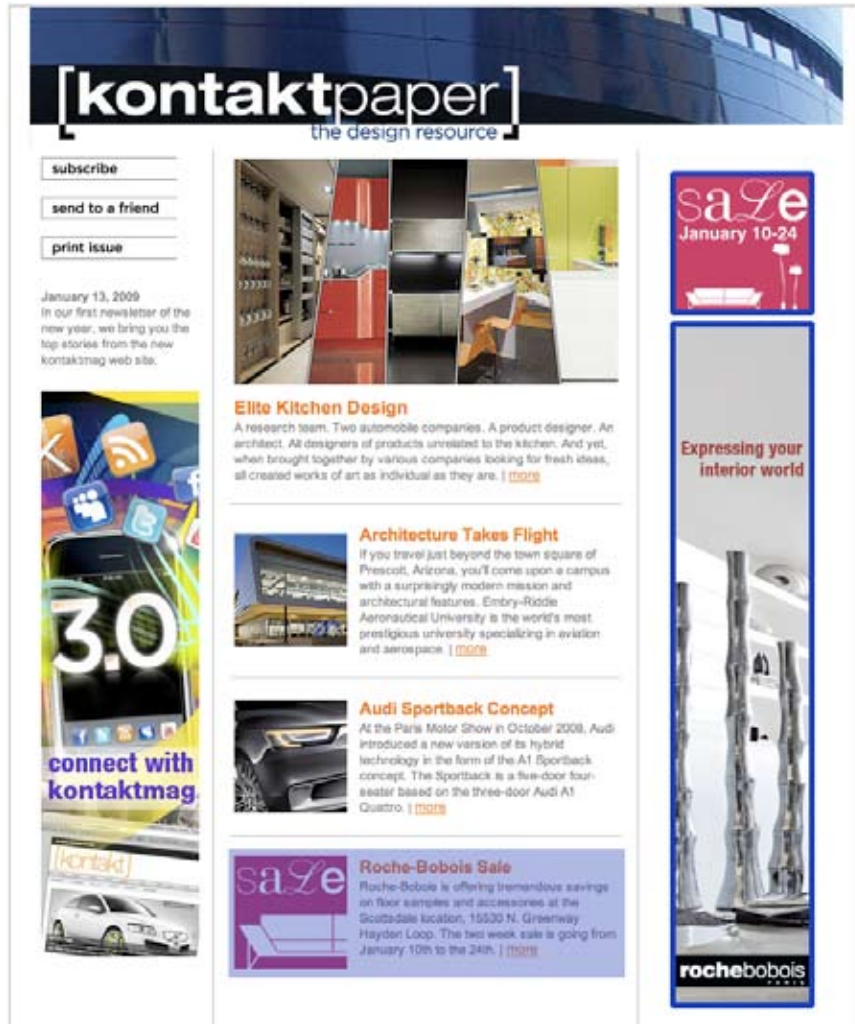
In addition to the "a la carte" pricing, kontaktmag also offers a monthly rate which includes full rotation of all sizes of banners with a guaranteed minimum of 35,000 impressions.

*Minimum of 10,000 impressions.

kontaktmag offers a comprehensive approach to ensure maximum ROI. To that end, we provide packages which include banner ads, email sponsorships, podcast sponsorships and events.

More than just a web site, *kontaktmag* is building a community of design enthusiasts as a trusted resource through social media integration, events and real-time feedback on articles from the readers. The community reach extends beyond the web site with in-bound efforts through RSS feeds, Twitter announcements, Facebook integration and MySpace as well as video features through YouTube and Podcasts.





kontaktpaper newsletter

kontaktpaper is a bi-monthly newsletter sent out to an opt-in list of over 5000 subscribers and contributors representing a cross section of our readers consisting of creative professionals and design savvy modern living enthusiasts. *kontaktpaper* is sent out the second and fourth Tuesday of every month. Stories and special events are highlighted in the newsletter with links back to the web site. In addition to driving traffic to the web site, the newsletter brands *kontaktmag* and its advertisers as cutting edge and trend setting.

In addition to the regular newsletter, special email blasts are sent out for events and offers of interest to our subscribers.

Sponsorship packages are available at two levels.

The first level includes a 120 x 120 square ad and a 120 x 600 skyscraper ad.

The second level includes the ads plus a teaser in the newsletter with a link back to the site.

Contact sales@kontaktmag.com for more availability and pricing.

Technical Specs

Image DPI: 72 dpi max actual size

Non-Animated JPEG / GIF ad:

- Med Rectangle and Skyscraper—200k max file size;
- Square button—50k max file size;
- Full Banner—75k max file size

Animated GIF ad: 200k max file size;

- Med Rectangle and Skyscraper—200k max file size;
- Square button—50k max file size;
- Full Banner—75k max file size
- No looping restrictions

Flash ad (SWF): All ads—512k max file size

- All links/URLs must be embedded in the Flash (SWF) file. All images, animations and components of the Flash (SWF) file should be self-contained. To avoid incompatibility, we recommend you export/save the Flash (SWF) and make sure the option to "Compress Movie" is unchecked.

- Flash (SWF) ads should be accompanied by a non-animated backup ad in JPEG or GIF format. This will allow viewers that can't view Flash (SWF) files to see your ad instead of a blank box.

General Information

All contents of web advertisements are subject to publisher's approval and publisher reserves the right to reject or cancel an advertisement, insertion order or position commitment at any time.

There are physical and technical differences between files prepared for print production and internet/web production. Due to various differences in screen sizes, screen resolutions/colors, operating systems and browser versions on the end-user's computer systems, we cannot guarantee that any/all creative submitted for internet/web production will look the same on every machine and on every configuration nor can we guarantee it will match a printed color version of the creative. Every effort will be made to retain the overall look of the original advertisement.

Web advertising opportunities other than those described on this sheet can be made available. The advertiser should contact kontaktmag for more information.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that advertiser or its agent ordered and which advertising was published.



premier issue

contact
magazine

Modern Living
Forward Thinking

holiday 2005 issue

contact
magazine

Modern Living
Forward Thinking

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green issue

eco-renovation **what is green?** **v2** the future of pre-fab
density+density+density **what's new** **phoenix film fest**
eco-furniture **sculptor pete diese** first friday round-up

contact

design issue

affordable design **v2 unveiled** residential development guide
feature designer **bruno zevi** **downtown dubai** **inspired** **prout**
wfp renovation **Tad Smith** **cosette-thrills** contemporary

contact

winter issue

dtd **comoyes/hendrick** **jag development** **janson & janson**
fate renovation the new berlin **nyloff kitchen & home**
concrete **the icehouse** phoenix urban research laboratory

contact

Jackson Street
Entertainment District

avenue communities **jackson st. promise** **melrose pointe**
3rd st. galleries **rebuilding berlin** **the door metaphor**
80's on 7th **copper star** **renovation** rich studio and gallery

contact

Design Issue

design considerations **doria architecture** design showcase
lift gallery **swanky** **win design** **engineered quartz stone**
let the spot **pte real estate** **renovation** being on the rise

contact

Green Issue

contact

Kitchens

roma designs **ultimate kitchen guide** **matthew mayles**
hangar-7 **getaway 10** **montezuma** **first friday taverns**
kitchen sinks **osnowski house** amsterdam architecture

[kontakt]

design for tomorrow
the new architecture
the great ideas
the great ideas
the great ideas

[kontakt]

INNOVATION

[kontakt]

INNOVATION

[kontakt]

DESIGN

elements disciplines materials

St
Tn
Al

Phenix Contemporary Design Fair Independent Furniture Designers
Escape to New York Explore Istanbul Georgetown Renovation
Banner David Galleries Arcazz Late Court

[kontakt]

travel

Down Under in Melbourne Designer Hotels Around the World
Seattle Residence Chicago Gateway Ann Courthouse Renovation
San Francisco Phoenix Co-Venue Design Fair Recap

[kontakt]

travel

Down Under in Melbourne Designer Hotels Around the World
Seattle Residence Chicago Gateway Ann Courthouse Renovation
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[kontakt]

David Patten
Design Therapy
Humel Architecture
Paris A. Skjold's Assemblage
Remembering the Ranch House