

INTERIORS®



MEDIA KIIT
2024



“INTERIORS is the only magazine specifically targeted to the residential interior design trade, offering a highly curated selection of the best interior design, architecture and art from around the world. Each issue of INTERIORS captures the look and feel of fine residential design and is created with the same level of thoughtful expertise that distinguishes the projects showcased in our pages.”

PATRICK O'BRYAN
Founder/Creative Director



Since the first prototype in 1998 as a sister-publication to W, our singular point-of-view has never changed:

Design should be marketed **like Fashion**, and **as Fashion**.



Design MBA



HOLLY HUNT



She once thought she might become a fashion designer. As a girl in a tiny town in Texas, Holly Hunt made her own clothes, but wouldn't wear them out "unless they were absolutely perfect." She is indeed exacting—which helped her grow her eponymous brand into a powerhouse in the design industry. But she is also honest, vulnerable, tenacious and, as anyone who knows her will tell you, occasionally prone to myofascia. Hunt sat down with *Interiors* for an interview on her singular journey through the business of design; below is an edited version. The entire interview will follow on interiorsmagazine.com.

When did you know you wanted to have a life in design? I never thought about having a life in design. But I always loved design, ever since I was a kid. I grew up in a small town; there's something about being more creative because there's not as much offered to you. There's this independence I claim I got in Texas. When I got to college, I took art classes as much as I could. One of my teachers said I should major in art, but I thought, How would I make a living? You don't have to be a designer to be creative. Most successful businesspeople are pretty creative. The rules are always the same: nothing really changes in life, how you get there changes.

Describe how you fell when you re-envisioned that first showroom in the Merchandise Mart in Chicago and expanded it as you came? First of all I needed a job. So I was designing accessories and custom jewelry for department stores, and I was buying from the showrooms in New York. I was buying from the Chicago Merchandise Mart. Earl Springer was a friend who understood how the business worked. I was

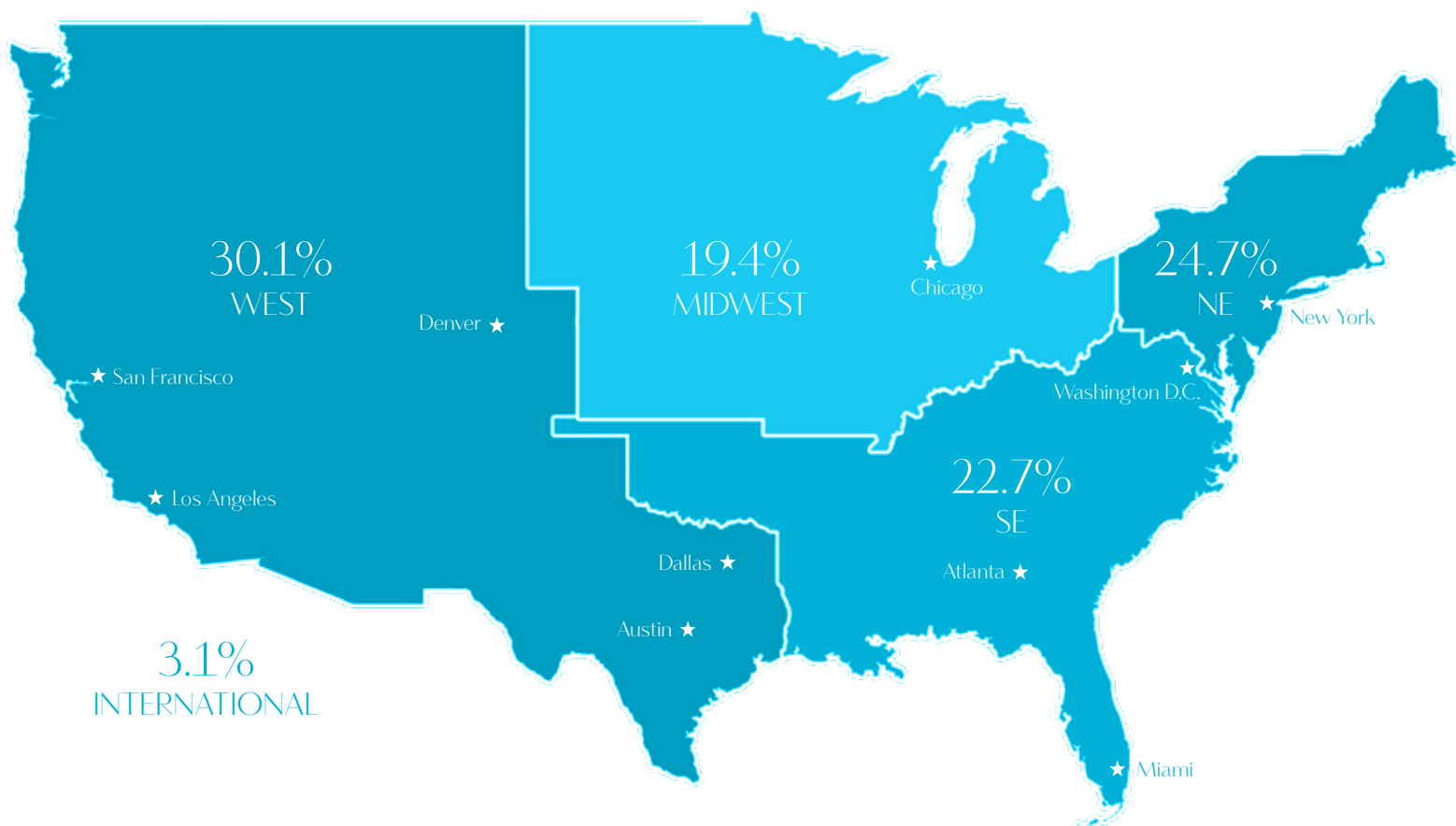
getting a divorce and had three sons between the ages of 4 and 8. I used to call my big business plan my escape plan, but I didn't have a business plan. One of the salespeople at the Chicago showroom said it was in trouble. I thought, Gee, maybe I'll just do this. I'll buy the showroom, we'll save money on all the product we're buying. And I just knew I could do it better. I understood the service problems, the delivery problems and all the issues. I said, I can make this better. I can make it look better. I can do better presentation, for better service. Find better product. It turned out to be an industry where you meet a lot of nice people, a lot of very creative people, so that was fun, and somehow along the way I fell in love with the business.

I knew I could grow it. I wanted to make it different. If you're going to do it the same old way they were doing it before, then why are you doing it? I even thought I could even help the industry do better. That was a little crazy. My architect told me, "You're gonna buy the showroom, you need to name it Holly Hunt, just be sure you do that. What you do here can make a difference in the whole industry to make it better." And that's kind of how that started. It took me a long time to decide to name it Holly Hunt, but I did. It worked out really well. It's the name my mother gave me, so I think it was a gift from Mom. I wanted the showroom to be perfect, including the context of the architecture in the showroom. It wasn't just putting product in a white box; you have to make the white box interesting so that when people come in, they say, "Oh wow, I could live here." It's a feeling, it's the energy of the salespeople, the energy of the architecture surrounding it, as well as the product. You put that together nobody was making it look like a room you could live in.

"At HOLLY HUNT we love INTERIORS magazine for the beauty of the photography and clear point of view."

HOLLY HUNT

Our readership is fully engaged with the magazine. Our unparalleled format, extraordinary editorial quality and family of premium advertising brands reinforces that engagement: *INTERIORS* is savored and collected, giving advertisers' messages longevity, credibility and power.



***INTERIORS* is the only magazine exclusively dedicated to the Residential Design Trade.**

WE HAVE PAID SUBSCRIBERS IN 20 COUNTRIES in North America, Europe, Asia and Australia. Our print audience is 20,000, 85% of whom are residential designers. The average audience for the digital version at interiorsdigital.com is 67,250 per issue.

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ARCHITECTURE presents an exclusive exploration of the most iconic buildings shaping the built environment.

ART IN DESIGN invites architects, designers, artists and other creatives to take part in an exclusive Q&A on how art informs design, and vice versa.

COVET is a wide-ranging selection of the most exquisite, interesting and surprising new offerings from the international style marketplace.

DESIGN FILE offers an in-depth exploration of advances in the design world, from new approaches to artistic and technological progress.

DESIGN MBA Our newest department will explore the creative processes which make design businesses successful.

DESTINATIONS guides readers to unusual, sophisticated travel experiences around the world.

EXPOSITION showcases some of today's leading artists, exhibitions, installations and museums, providing intriguing views of the international art world in all its facets.

IN RESIDENCE explores the homes that artists, designers, architects and innovators have created wholly for themselves.

INTERIORS WEST explores the design industry's new showrooms, events, announcements and happenings at design destinations in the modern West.

INSIDER pages highlight the many events that the magazine hosts in different markets across the country, from panel discussions to lectures to showroom openings and parties.

NOTEBOOK provides all sourcing of products and furnishings featured in the magazine.

STUDIO takes readers behind the scenes of the top design brands, exploring the design processes as well as the actual manufacturing processes they utilize to realize their remarkable products.



INTERIORS®

CALENDAR + CLOSINGS 2024

ISSUE	DETAIL CATEGORIES/ DESIGN DESTINATIONS	SPACE	MATERIALS	ON SALE
Feb + March	Architecture SF DESIGN/WESTWEEK	12.22	12.29	02.01
April + May	Fabrics/Furniture ICFF/N CAROLINA	02.16	02.23	04.01
June + July	Modern + Outdoor Furniture NEOCON	04.19	04.26	06.01
Aug + Sept	Rugs/Surfaces/Coverings FALL PDC/WWWN	06.14	06.21	08.01
Oct + Nov	Fabrics/Furniture NY DESIGN WEEK/N CAROLINA	08.16	08.23	10.01
Dec + Jan	K+B/Lighting/Storage PARIS/WINTER MARKETS	10.18	10.25	12.01

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NOTE: INTERIORS® is not responsible for any errors or color inaccuracies for ads submitted without SWOP proofs or that are submitted out of specifications.

Ink Specifications: 4/C process

Binding Specifications: Perfect Bound; Jog-to-Foot

Ink Density: 200 Line-Screen

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Page 3	11,950	9,950
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Cover 4	13,450	11,450

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