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# MEDIA PACK 2009

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FX Editor, Theresa Dowling

## Introduction

FX has been heralded as the most successful magazine ever for the contract industry. Over the past two decades it has become the market leader in worldwide contract interior design; a magazine that everyone tries to trump, but no one has ever been able to match its editorial, or style, let alone the audited and triumphant circulation of FX. We go to places that count!

Our editorial is considered to be the very best on the market, inviting the good and the controversial to participate. We invite the leading players of our industry to say what they think, and invite in turn, what you the suppliers think, whilst our team of journalists research offices, hotels, healthcare, education and leisure for regular contemporary features. Some are glamorous sectors and some are not, but all are achieved by brilliant architects and designers thinking creatively.

So as advertisers, we carry your message direct to the designers and specifiers who influence our life by specifying you for ground-breaking projects. We supply the leading designers with colourful and controversial editorial, which makes compelling reading for them - and on the back of this, they read your advert. Your high quality adverts and compelling product pages are what designers identified in the 2008 reader survey as where they look for specification ideas.

This is no catalogue; this is an essential authoritative tool for all of us who contribute to the contract sector. Designers want to hear from you!

# Market Information

**THE sheer size and commercial potential of the UK contract furnishing industry is highlighted in a comprehensive market report which has been compiled by the BCFA technical team.**

## SUMMARY

The overall value of the contract furnishing sector is estimated at £2.5 billion

Segment	Value £millions
Hotels	1100
Offices	735
Education	235
Leisure	225
Hospitals and Healthcare	135
Airports	30
Conference Facilities	2
Marine Market	1

Our latest market research details the annual revenue spend of the FX readership over the last 12 months. Our readers specified on more than 1800 projects valued at £1m+, reinforcing the specifying power of our readership.

The 2008 FX Reader Survey attracted responses from 5,000 FX readers. Readers were asked which interior product categories they expected to spend money on in 2009. The results are shown by project size in the table below:

### EXPECTED NUMBER OF PROJECTS IN 2009 (FX READERS, BY PRODUCT CATEGORY) (£)

Category	Project Size (£)				
	£100k	£101-250k	£251-500k	£501-1000k	£1m+
Seating	916	302	167	82	185
Partitioning	957	186	110	82	102
Lighting	1039	278	152	86	88
Storage	1029	204	132	76	97
Wall coverings	1015	212	126	64	75
Desking	998	179	135	74	113
Flooring	1002	219	150	84	97
Security	931	155	91	55	73
Textiles	976	210	127	62	78
Total	8863	1945	1190	665	908

Source: FX Reader Survey, Nov 2008

The readership survey shows that 2009 will see a shift away from the £1m+ projects, however, there will be a massive increase in the number of projects in the >£100k bracket. As the volume of projects increases in this lower bracket it becomes more important than ever to maintain your presence in what will be a very competitive market throughout 2009

FX feature a good mix of design led case studies, advice on best practice and the latest market news. I particularly like the Speak Easy column, which allows those involved in the industry to stand on their soapbox and talk about any issue they feel passionately about. Jason Turner, Design Director, Interiors, Swanke Hayden Connell Architects

# Readership Analysis

The FX readership reflects the large number of architect and design consultancies that are located in London and the South East. If you want your product to be specified on major, high profile international projects, then FX offers you the perfect audience.

If your business is targeted at the home market, you can take confidence that our circulation is read by the leading practices across the UK's regional hubs.

The FX readership allows you to target the architect and the end user across the three main sectors of public and workspace, hotel and leisure and retail design. This enables you to cover all three sectors with one advertising campaign and maximize the impact of your marketing budget.

## FX PRINT READERSHIP, BY INDUSTRY SECTOR, 2008

Industry Sector	Number	Share
Architects & Design Consultants	7,919	45.5%
Interior Designers	3,474	19.9%
Public Workplace Design	1,950	11.2%
<i>Local &amp; Central Government</i>	1,478	8.5%
<i>Contract Furniture Dealers</i>	281	1.6%
<i>Banks &amp; Building Societies</i>	191	1.1%
Retail Design	1,633	9.4%
<i>Multiple Chain Stores</i>	693	4.0%
<i>Shop Fitters</i>	244	1.4%
<i>Other Retail Design</i>	696	4.0%
Hotel & Leisure	506	2.9%
<i>Hotel Groups</i>	205	1.2%
<i>Breweries</i>	169	1.0%
<i>Public Houses &amp; Wine Bars</i>	78	0.4%
<i>Restaurants</i>	54	0.3%
Other	1,936	11.1%
<b>Total Print Readership</b>	<b>17,418</b>	<b>100.0%</b>

Source: Publishers Statement \*

## FX PRINT READERSHIP, BY GEOGRAPHY, 2008

Geography	Number	Share
UK – London & South East England	9,561	54.9%
UK – North West England	1,255	7.2%
UK - Yorkshire	1,122	6.4%
UK – South West England	1,086	6.2%
UK – West Midlands	968	5.6%
UK - Scotland	905	5.2%
UK – East Midlands	812	4.7%
UK – East Anglia	492	2.8%
UK – Wales	398	2.3%
UK – Northern England	358	2.1%
International	231	1.3%
UK – Northern Ireland	230	1.3%
<b>Total Print Readership</b>	<b>17,418</b>	<b>100.0%</b>

Source: Publishers statement\*

## ONLINE

**Our website  
fxmagazine.co.uk  
extends our reach  
outside of the UK**

FXMAGAZINE.CO.UK

ONLINE TRAFFIC – JANUARY 2009

UK 57.4%  
Rest of the World 42.6%

Source: Alexa.com



FX is great for catching up on new products and is always the magazine chosen to read on the train.

Lauren Howley  
Senior Interior  
Designer  
Scott Brownrigg -  
Interior Design

# Circulation Statement

FX reaches the most influential specifiers in the commercial contract interior market. From architects to end users, across the three main sectors of public and workspace, hotel and leisure and retail design our readership specifies in to a market valued at an estimated £2.5 billion.

FX knows what it is and who it's talking to. On trend without being uber trendy and irrelevant. It has a broad agenda, is topical and authoritative but accessible. Mark Simpson, Senior Associate, Head of Interior Design, HKS

## FX CIRCULATION, BY JOB CATEGORY, 2008

Job Category	Number	Share
Architect	7,921	45.4%
Design Consultant	2,648	15.2%
Interior Design Consultant	1,539	8.8%
Sales & Marketing	1,144	6.6%
Finance & Purchasing	762	4.4%
Facilities Management	672	3.9%
Other	2,732	15.7%
<b>Total Circulation</b>	<b>17,418</b>	<b>100.0%</b>

Source: Publishers Statement \*

Reaching a blue-chip client base, the table below gives a snapshot of the FX readership by sector and job title.

## KEY RECIPIENTS

### Architect & Design Practices

#### / Job title

HOK / Architect  
Gensler / Associate  
TP Bennett / Architect  
BDP / Partner  
Fosters / Managing Director

### Retail Outlets / Job Title

John Lewis / Retail Designer - Concepts  
Debenhams / Visual Merchandiser  
Selfridges / CAD Manager  
Marks and Spencer / Visual Merchandiser  
Rogers / Director

### Hotel Groups / Job title

Ritz Carlton / Deputy Chairman  
Hilton / General Manager  
Marriot / Senior Vice President  
Accor / Managing Director  
Radisson / Managing Director

### Top 5 Banks / Job title

Barclays / Associate Director  
Lloyds TSB / Group Chief Executive  
RBS / Senior Director  
HSBC / Designer  
Abbey National / Director

### Government Departments / Job title

Healthcare / Trust Architect  
Education / Architect  
Sports & Recreation / Design Team Leader



(Average circulation 15,055 July 2007 - June 2008)

FX print edition is distributed to nearly 14,000 architects, designers, specifiers and end-users. A digital edition introduced in 2008 is now distributed to well in excess of 4,000 requested readers giving a total distribution of over 17,000.

# Upcoming Features

FX includes all sectors of the contract industry in each issue to make it both invaluable to all designers as well as a compulsive read. Each issue is packed with opinion, colour and controversy from the leading practices and suppliers across all sectors of interior design including hotel, commercial, leisure, retail, healthcare and education. In addition, month by month we include a focus on an individual sector where our expert journalists talk to specifiers and suppliers on each specialized topic.

## Focus Supplements

### January

Lighting

### February

Public Sector, Surfaces Guide

### March

Retail

### April

Hotel & Leisure, Lighting

### May

Flooring/Surfaces

### June

Retail, Prima Guide

### July

Transport

### August

Cafe, Bar, Restaurant

### September

Lighting, 100% Design Guide

### October

Surfaces

### November

Retail or Public Sector (TBC)

### December

Retail or Public Sector (TBC), FX Awards, Lighting

# Editorial Contributors

Regular editorial contributors include:



Pamela Buxton



Jonny Tucker



Aidan Walker



Clare Dowdy



Veronica Simpson



Annabelle Filer



Jill Entwistle



Levent Caglar

Plus contributions from the leading A & D practices.

In 2008, we had participation from Scott Brownrigg, Lee Penson Architects, Landor Associates, Woods Bagot, Modus Group, ACID, Buckley Gray Yeoman, Tilney Shane, Essentia Designs, i-am Associates, Morgan Lovell, Seymour Powell, LSI Architects, Austin:Smith Lord, IDE Architecture, Lief Design, DOS Architects, Pringle Brandon, Jam Design, MoreySmith, Fitch and Assemblyroom.

A host of other designers have contributed to our features including those that have contributed to the "Speakeasy" and the "If only" sections.

# Marketing Options

## Display Advertising

- Build brand awareness and place your latest product in front of a qualified audience that has a proven track record of specifying across the contract interior market.

## Digital Edition

- A registered audience of 4,000 subscribers signed up to receive the digital version of FX.
- This allows you to compliment your display advertising campaign by upgrading to a live link through to your web or email address.
- You can also animate your advert or add video and audio feeds to take advantage of the digital platform.

## Online

- The FX web site delivers breaking news and features to a global audience.
- Banners, spotlights and skyscraper adverts allow you to reach an online audience and monitor the effectiveness of your advertising campaign.

## Newsletters

- The FX newsletter is sent out on a monthly basis to an audience in excess of 19,000 qualified readers.
- Keeping architects, designers and end users up to date with the latest projects, breaking news and events, the FX Newsletter allows you to reach directly into the inbox of commercial interior specifiers.

## Direct Marketing

- Progressive Media Publishing boasts a database of 78,000 individual records. These are available to rent for direct mail, direct mail and telemarketing and email usage.
- This can be licensed for 1, 3, 6 and 12 month usage.
- This is broken down into the following sectors:
  - Architects/Architect Practices
  - Interior Designers
  - Design/Design Consultancy
  - Contract Furniture Dealers
  - Facilities
  - Hotel (Independents, Chains & Boutique)
  - Bars, Restaurants & Cafes
  - Multiple, Independent & Independent Retail Stores
  - Shopfitters
  - Banks & Building Societies
  - Property Developers

■ Informative opinion, provocative project analysis that provides purposeful, exciting discourse ■  
Anna Robinson,  
PR Manager,  
Gensler

# Rates

## DISPLAY

Type	Price (£)
Mono – Double Page	2,980
Mono – Full Page	1,720
Mono – Half Page	1,080
Mono - Quarter Page	700
Full Colour – Double Page	3,300
Full Colour – Full Page	2,060
Full Colour – Half Page	1,490
Full Colour – Quarter Page	1,070
Inside Front Cover	2,650
Inside Back Cover	2,250
Showcase	345
Directory Section (Per issue – Minimum of four)	60
Classified & Appointment Section	20

## ONLINE

### Monthly online advertising rates:

Type	Price (£)
Banner – Homepage	2,000
Banner – Products Homepage	1,500
Banner – Products Category Page	1,000
Banner – Jobs Homepage	1,000
Left Spotlight – Homepage	250
Left Spotlight – Products Homepage	200
Left Spotlight – Products Category Page	150
Left Spotlight – Jobs Homepage	200
Right Spotlight – Homepage	500
Right Spotlight – Products Homepage	400
Right Spotlight – Products Category Page	300
Right Spotlight – Jobs Homepage	400
Skyscraper – Homepage	2,500
Skyscraper – Products Homepage	2,000
Skyscraper – Products Category Page	1,500
Skyscraper – Jobs Homepage	1,000

All online adverts may rotate up to four times

## NEWSLETTERS

### Cost per broadcast:

Type	Price (£)
Top Banner – Single Broadcast	1,300
Top Banner – Three Broadcasts	1,150
Top Banner – Six Broadcasts	1,000
Top Banner – Twelve Broadcasts	800
Spotlight – Single Broadcast	750
Spotlight – Three Broadcasts	600
Spotlight – Six Broadcasts	500
Spotlight – Twelve Broadcasts	300

## DIRECT MARKETING

SINGLE USE	rates per 1000
Mailing list (address only)	£220.00
Telemarketing (above with numbers)	£240.00
Email rental (names and email)	£255.00
<b>All of the above</b>	<b>£265.00</b>

3 MONTHS MULTI-USE	rates per 1000
Mailing list (address only)	£340.00
Telemarketing (above with numbers)	£370.00
Email rental (names and email)	£395.00
<b>All of the above</b>	<b>£410.00</b>

6 MONTHS MULTI-USE	rates per 1000
Mailing list (address only)	£590.00
Telemarketing (above with numbers)	£645.00
Email rental (names and email)	£685.00
<b>All of the above</b>	<b>£700.00</b>

ANNUAL LEASE	rates per 1000
Mailing list (address only)	£860.00
Telemarketing (above with numbers)	£935.00
Email rental (names and email)	£995.00
<b>All of the above</b>	<b>£1025.00</b>

EMAIL BROADCASTING	Hour or part
Set up per hour	£75.00
Broadcast per k	£45.00

OUTPUT	fixed cost
Email	£120.00
Mailsort per k	£10.00
Extra demographic split	£20.00

# Advert Specifications

## DISPLAY

Size	Trim Size	Type Area	Bleed Size
Double Page Spread	460mm x 300mm	428mm x 265mm	470mm x 310mm
Full Page	230mm x 300mm	194mm x 265mm	240mm x 310mm
Half Page (Horizontal)	194mm x 125mm		
Half Page (Vertical)	93mm x 265mm		
Quarter page	93mm x 125mm		

### Supplying copy:

All advertisements must be in the form of a PDF file, and be compliant to print standard PDFx1a: All fonts must be embedded, images must be supplied as CMYK 300dpi or higher, and all transparencies must be flattened. Quark Xpress generated pdfs are preferable, although we will accept Indesign pdfs too.

## ONLINE

Type	Size
Banner	468 x 60 pixels
Left Spotlight	125 x 60 pixels
Right Spotlight	165 x 120 pixels
Skyscraper	120 x 600 pixels

### We accept the following image formats for online advertisements:

- Animated GIF (.gif) – The URL link needs to be supplied with the image
- Macromedia Flash Files (.swf) – The flash file needs to have the URL embedded into the file
- HTML

## NEWSLETTER

Type	Size
Top Banner	468 x 60 pixels
Spotlight	120 x 60 pixels

### We accept the following image formats for newsletter advertisements:

- JPG
- GIF
- Animated GIF (.gif) – The URL link needs to be supplied with the image
- HTML

(The maximum file size of an advert is 40k)

FX is the most widely read magazine across careyjones' UK studios – consistently featuring the cutting edge of interior design, it's the magazine in which we want to see our work featured. Anna Breheny, Project Director, CareyJones Interiors

# Existing Clients

FX is proud to provide successful advertising solutions to the following clients:



# Contact Details

## Head of Sales

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