



MARBELLA · LONDON · MILAN

ARCHITECTURE
INTERIOR DESIGN
FURNITURE
LIFESTYLE

2019
MEDIA KIT



THE PUBLISHER

Founded in
2008

44
Employees

8
full time architects
& designers

3,500 m²
of factories, workshops
and showrooms

Marbella
projects in La Zagaleta,
El Madroñal, Golden Mile,
Cascada de Camojan, Sierra
Blanca, Reserva de Alcuçuz

International
projects in Morocco,
Switzerland, London, Paris,
Luxembourg, Ireland and
The Cayman Islands

Specially selected
**World Leading
Brands**

**Signature
Collection**
UDesign have their own
line of bespoke furniture

MISSION

UD is all about architecture, interior design and lifestyle. Published by UDesign and produced in house by their architects and designers, it reflects the company's love of design and innovation, and the desire to pass that passion on to others.

Appealing to the cosmopolitan nature of design lovers in Marbella, London and Milan, UD is designed, design focused and design centred. "All problems are solved by good design" being a central belief.

Visually stunning and superbly written UD brings architecture, design and art to centre stage. With an eccentric and eclectic mix of personalities to add to the pot, it serves up inspiration, innovation and the latest in design, three times a year.

"Creativity is contagious. Pass it on."

(Albert Einstein)



EDITORIAL

ARCHITECTURE



The famous Chinese American architect I. M. Pei once said “Life is architecture and architecture is the mirror of life.” From the world’s best architecture to the world’s best architects, UD talks about trends, beauty and our rich architectural history.

INTERIOR DESIGN



Be inspired! Whether the trend is wallpaper or walk-in-wardrobes, UD has its finger on what’s hot and what’s not. From Marbella, to London and London to Milan, UD talks to the top designers and delivers creative solutions with jaw-dropping imagery.

FURNITURE



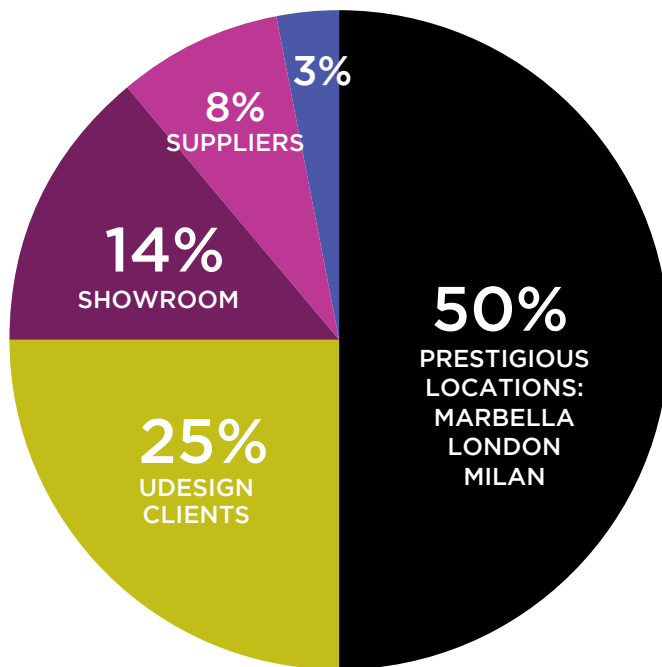
From tables and chairs to innovative storage solutions - the best new furniture design is curated by UD. Contemporary furniture, innovative new projects, modern classics, minimalist vibes, statement pieces and the bespoke culture.

LIFESTYLE

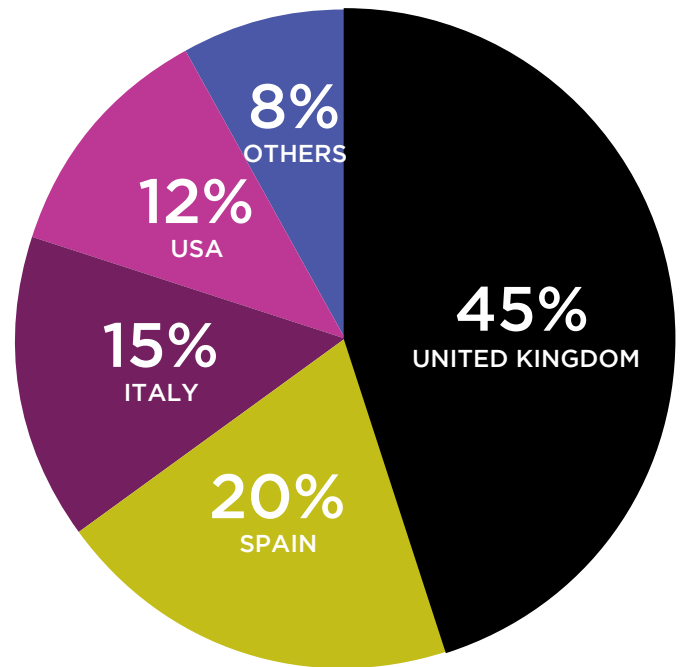


Culture, art and design. If it’s unusual, surprising and inspiring, UD will share it. Each issue features “Designer Escapes” where we visit luxury hotels around the world with amazing interior design or architecture.

CIRCULATION



Printed Copies
18,000



Digital Readers
60,000+

18,000 copies printed every year

6,000 every 3 months in January, May and September

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- 50% distributed to prestigious locations in Marbella, London and Milan: art galleries, exclusive clubs, golf clubs, private medical centres, top leisure spots, top restaurants, exclusive cafés & meeting points
 - 25% delivered to UDesign clients
 - 14% available in our showroom
 - 8% available in our European suppliers showrooms
 - 3% European design events and exhibitions

DEMOGRAPHICS

The majority of UD readers are High Net Worth Individuals (HNWI) or 'Affluent'. Just over 25% of UD is delivered to UDesign clients (all HNWI). Other readers are residents, or have second homes, in Marbella. Others live in London and Milan and travel frequently to Marbella, for both business and pleasure.

OUR CLIENTS

Average household income € 150,000 +

Average Net Worth € 1 million +

Average age 45 years

50% couples

35% males

15% females



MEDIA RATES

SPACE	1 issue	x2 issues	x3 issues
DISCOUNT	-	15%	25%
Full Page	€900	€765	€675
Double Page	€1,650	€1,402	€1,237
Inside Front	€2,000	€1,700	€1,500
Inside Back	€2,000	€1,700	€1,500
Back Cover	€2,500	€2,125	€2,000

*Rates are
quoted
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(IVA)*

MAXIMUM of 20% advertising in each issue

ARCHITECTS & DESIGNERS 10% discount on rates

AGENCIES 15% to recognised agencies

BOOKING closes on 10th of month preceding publication

AD DELIVERY due on 15th of month preceding publication.

Extensions granted on a case-by-case basis. Contact ud@udesign.es

UD is published 3 times per year



JANUARY

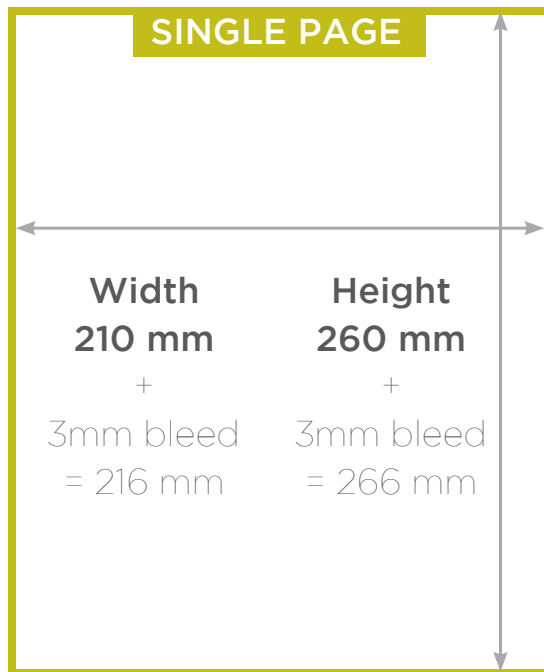


MAY



SEPTEMBER

SPECIFICATIONS



PAGE TRIM SIZE
210 mm x 260 mm

PAGE BLEED SIZE
216 mm x 266 mm

DOUBLE PAGE SIZE
420 mm x 260 mm

DOUBLE BLEED SIZE
426 mm x 266 mm

AD SIZES AVAILABLE: Full page or double page

FILE FORMATS

- All files must be PDF, TIFF or JPEG
- All fonts must be embedded
- Colour space CMYK, no PMS colours
- Resolution 300dpi

SAFETY

- Gutter safety: A minimum of 6 mm either side of gutter
- Trim Safety: All type must be 10 mm clear of trim

CONTENT

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We are what we repeatedly do.
Excellence then, is not an act, but a habit.

Aristotle

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