



ARCHITECTURE  
INTERIOR DESIGN  
FURNITURE  
LIFESTYLE

MARBELLA · LONDON · MILAN



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2020  
MEDIA KIT

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# THE PUBLISHER

Founded in  
**2008**

**47**  
Employees

**10**  
full time award-winning  
architects & designers

**3,500** m<sup>2</sup>  
of factories, workshops  
and showrooms

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

**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, furniture 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 design-led, 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)

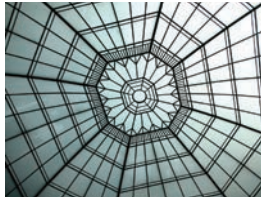




# EDITORIAL

## ARCHITECTURE

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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

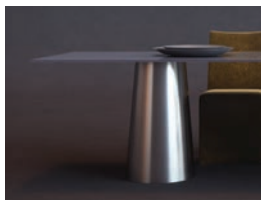
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Be inspired! Whether the trend is wallpaper or walk-in-wardrobes, UD has its finger on what’s hot and what’s not. From Marbella, to London and London to Milan, UD talks to the top designers and delivers creative solutions with jaw-dropping imagery.

## FURNITURE

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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.

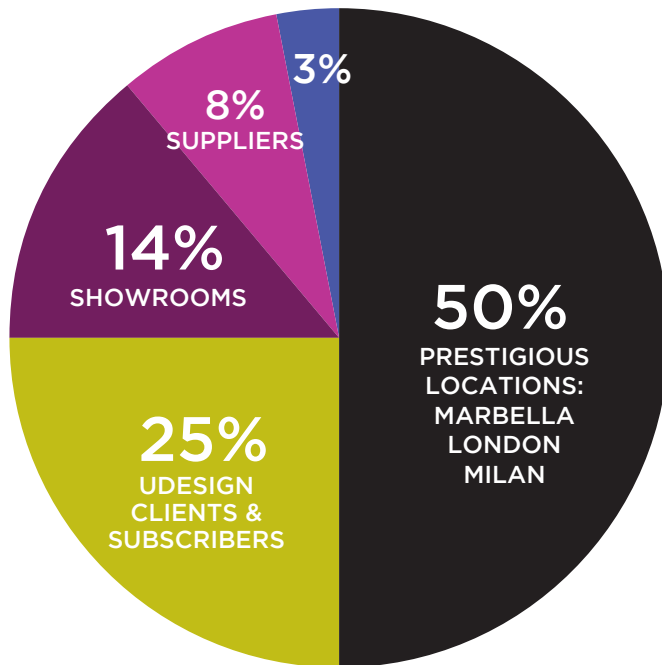
## LIFESTYLE

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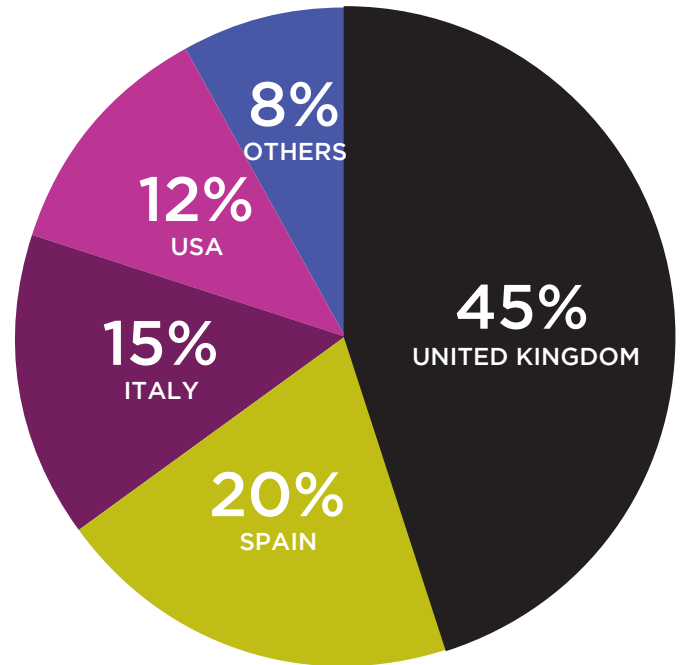


Culture, art and design. If it’s unusual, surprising and inspiring, UD will share it. Each issue features “Designer Escapes” where we visit luxury hotels around the world with amazing interior design or architecture.

# CIRCULATION



**Printed Copies**  
**75,000**



**Digital Readers**  
**100,000+**

**75,000 copies printed every year**

**25,000 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 & Subscribers
14%	available in our showroom
8%	available in our European suppliers showrooms
3%	Design Exhibitions, Art Galleries, Design Events

# 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.

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## OUR CLIENTS

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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
<b>DISCOUNT</b>	-	<b>10%</b>	<b>15%</b>
Full Page	€1,600	€1,440	€1,360
Double Page	€2,300	€2,070	€1,955
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*Rates are  
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(IVA)*

**MAXIMUM of 25% advertising in each issue**

**ARCHITECTS & DESIGNERS** 10% discount on rates

**AGENCIES** 10% 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](mailto:ud@udesign.es)

**UD is published 3 times per year**



JANUARY



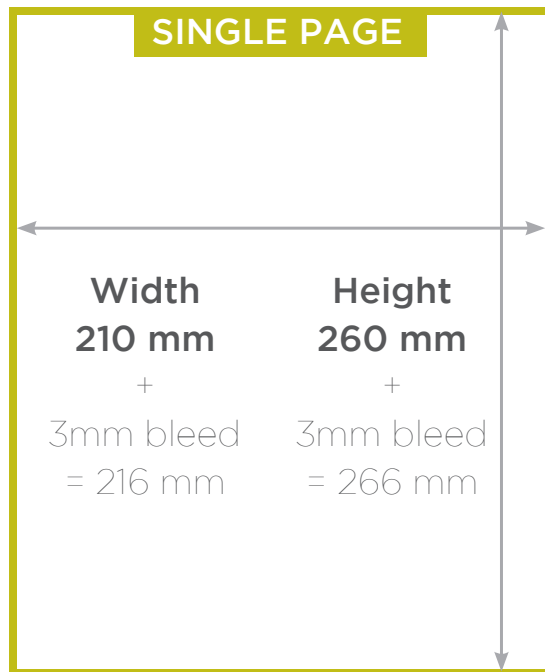
MAY



SEPTEMBER



# SPECIFICATIONS



SINGLE PAGE TRIM SIZE

210 mm x 260 mm

SINGLE PAGE BLEED SIZE

216 mm x 266 mm

DOUBLE PAGE TRIM SIZE

420 mm x 260 mm

DOUBLE PAGE WITH BLEED

426 mm x 266 mm

**AD SIZES AVAILABLE: Single 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

For technical questions on file format contact: [ud@udesign.es](mailto:ud@udesign.es)

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

Aristotle

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