

# BOUTIQUE design

## MARKETING PLANNER

2021

HOSPITALITY  
REINVENTED



2020 Gold Key Designer of the Year:  
Malcolm Berg, EoA  
Photo: Juan Silva



## BRAND POSITION

Boutique Design (BD) serves the hospitality community by celebrating the design principles that define the boutique, lifestyle and luxury approach, as well as the visionaries driving the future of the industry.

Through its curated media platforms and events, BD connects you to design decision-makers—from up-and-coming talent to the established professionals who are shaping the boutique hospitality segment.

BD's audience consists of designers, architects and purchasing agents actively working on hospitality projects in addition to owners, developers and operators with design responsibility.

## MEDIA OPPORTUNITIES

BD offers a comprehensive array of media opportunities with options to support your marketing objectives and budget. Readers, like travelers, are more sophisticated than ever. Created to meet today's unique audience needs, the BD brand's tailored content yields optimal exposure and return on investment. An extensive range of product offerings allow you to increase brand awareness, generate leads, build relationships and advance your business.

# AUDIENCE PROFILE

## MAGAZINE CIRCULATION<sup>1</sup>

**15,000+** PRINT SUBSCRIBERS  
**31,500+** DIGITAL SUBSCRIBERS

## BONUS DIGITAL DISTRIBUTION<sup>2</sup>

**4,300+** BD VIRTUAL EVENT ATTENDEES  
**15,000+** PAST BDNY ATTENDEES<sup>3</sup>

PLUS **5,000** PRINT DIRECTORIES AND FALL ISSUES DISTRIBUTED AT BDNY 2021

## CONNECT WITH AN AUDIENCE OF DESIGN INFLUENCERS IN HOSPITALITY

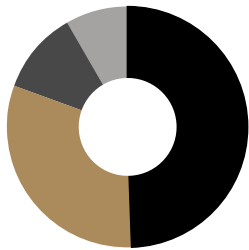
**69%**

of BD readers have completed **more than five**  
**hospitality projects** in the past two years<sup>4</sup>

**19%**

have completed **20+ projects**<sup>4</sup>

### TYPE OF BUSINESS<sup>4</sup>



**49%** Design Consultancy  
**31%** Hospitality  
(Brand/Ownership/Development) Firm  
**11%** Others Allied to Hospitality  
**9%** Others Outside of Hospitality  
(e.g., Multi-family, Senior Living, Retail)

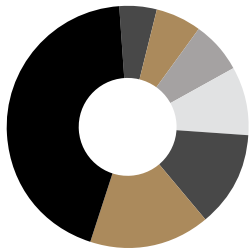
### TYPES OF DESIGN CONSULTANCY FIRMS<sup>4</sup>

**54%** Interior Design Firm  
**28%** Architectural Firm  
**15%** Other Design Consulting Firm  
**3%** Purchasing Firm

### TYPES OF HOSPITALITY COMPANIES<sup>4</sup>

**30%** Hotel/Resort  
**23%** Boutique/Lifestyle Hotel  
**17%** Other Hospitality Firm  
**11%** Development/Investment Firm  
**11%** Restaurant/Bar  
**4%** Casino  
**4%** Senior Lifestyle

### JOB FUNCTION<sup>4</sup>



**44%** Interior Designer  
**16%** Design Principal/Partner  
**13%** Architect  
**9%** Other (e.g., Sales/Marketing Professional, Multi-Line Sales Rep)  
**7%** Project Manager  
**6%** Hospitality Firm Owner/Operator/Developer  
**5%** Purchasing/Procurement Manager/Director

<sup>1</sup> As of December 2020

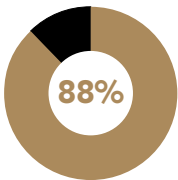
<sup>2</sup> As of October 2020

<sup>3</sup> Based on BDNY 2018 and 2019 attendance

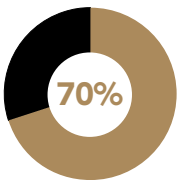
<sup>4</sup> Boutique Design 2020 Readership Survey

# AUDIENCE PROFILE

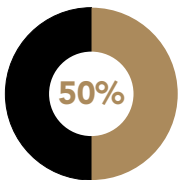
## APPEAL TO DESIGN DECISION MAKERS



of BD readers specify or purchase hospitality FF&E<sup>1</sup>



of BD readers specified \$500K+ in hospitality products in 2019<sup>1</sup>



specified \$1M+<sup>1</sup>

## TAP INTO AN ENGAGED AND LOYAL READERSHIP



of subscribers spend more than 15 minutes reading BD<sup>1</sup>



of subscribers have been reading BD for more than three years<sup>1</sup>



of subscribers visit boutique design .com at least monthly<sup>1</sup>

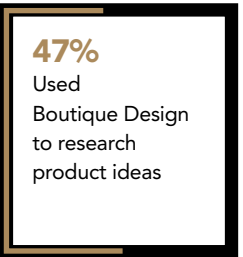
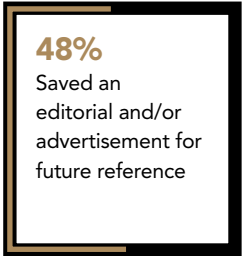
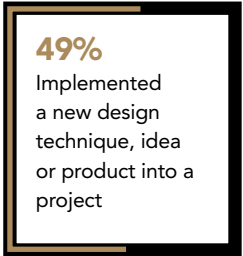


of subscribers read the magazine's print and digital versions<sup>1</sup>



have been readers for 10+ years<sup>1</sup>

## AS A RESULT OF SEEING AN AD IN BOUTIQUE DESIGN:



<sup>1</sup> Boutique Design 2020 Readership Survey

# PRINT EDITORIAL CALENDAR

ISSUE	THEME	TRENDING NOW	PEOPLE	DESIGN STRATEGIES	PRODUCTS	PROJECTS
<b>SPRING EDITION</b> Ad Close: 03.15.21 Materials Due: 03.22.21 Issue Date: 04.12.21*	Boutique Mindset	Boutique & Lifestyle Trends: Brands to Watch	Behind the Scenes with Boutique & Lifestyle Developers	Designing Post-2020	Ideas Across Spaces	Approaches for Uncertain Times
Bonus Distribution at HD Expo						
<b>FALL EDITION</b> <b>[ BDNY ISSUE ]</b> Ad Close: 09.02.21 Materials Due: 09.29.21 Issue Date: 10.18.21*	Luxury Redefined	Who and What to Know Now	Boutique 18; Women Leaders in Hospitality	Design Collaborations	Before the Trade Fair: BDNY Exhibitor Preview	Hospitality's Creative Nexus; International Perspective
Bonus Distribution at BDNY						
<b>BDNY TRADE FAIR GUIDE</b> Ad Close: 09.29.21 Materials Due: 10.05.21 Issue Date: 10.27.21*	New York Strong	Lessons from Adjacent Markets; Conference Program Highlights	Meet the BDNY Speakers		Featured Exhibitors	
<b>WINTER EDITION</b> <b>[ GOLD KEY ISSUE ]</b> Ad Close: 11.10.21 Materials due: 11.17.21 Issue date: 12.13.21*	Gold Key Award Finalists and Winners	BDNY Wrap-up	Brand Innovators and Business Builders; Gold Key Judges	BDNY Conference Highlights and Top Takeaways	Best of BDNY Product Design Competition Finalists and Winners	Gold Key Awards for Excellence in Hospitality Design
Bonus Distribution to Gold Key Honorees						

\*Dates are tentative and subject to change.

# PRINT RATES / SPECS

## FOUR-COLOR, NET RATES | 4 ISSUES










**Rate Card #13** Effective With The Spring 2021 Edition

AD TYPE:	2-PAGE SPREAD	INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/4 PAGE PRODUCT SPOTLIGHT	BDNY PRODUCT SHOWCASE
<b>1X</b>	\$10,600	\$7,300	\$7,300	\$7,400	\$6,700	\$5,000	\$4,100	\$3,500	\$2,400	\$1,700	X
<b>3X</b>	\$9,500	\$6,500	\$6,500	\$6,600	\$6,000	\$4,500	\$3,700	\$3,200	\$2,200	\$1,600	X
<b>TRADE FAIR GUIDE</b>	\$3,700	\$2,300	\$2,300	\$2,500	\$2,100	X	\$1,400	X	\$800	X	X

\*Must be a BDNY exhibitor/sponsor to participate. Cost \$750.

## ADVERTISING SPECIFICATIONS

Trim Size 9 1/4" x 10 7/8" / Bleed Size 9 1/2" x 11 1/8" / Spread Trim Size 18 1/2" x 10 7/8" / Gutter Bleed Only Spread 18" x 10 7/8" / Live Area 8" x 10"

	SIZE	WIDTH	DEPTH
	<b>FULL PAGE (WITH BLEED)</b>	9 1/2"	11 1/8"
	<b>FULL PAGE (NON-BLEED)</b>	8 3/4"	10 3/8"
	<b>1/2 VERTICAL (NON-BLEED)</b>	4"	10"
	<b>1/2 HORIZONTAL (NON-BLEED)</b>	8 3/4"	4 7/8"
	<b>1/2 HORIZONTAL (WITH BLEED)</b>	9 1/2"	5 3/4"
	<b>1/3 VERTICAL (NON-BLEED)</b>	2 1/2"	10"
	<b>1/3 HORIZONTAL (NON-BLEED)</b>	7 7/8"	4 5/8"
	<b>1/3 HORIZONTAL (WITH BLEED)</b>	9 1/2"	4 1/4"
	<b>1/4 VERTICAL (NON-BLEED)</b>	4"	4 7/8"

### Notes:

Live matter should be held back 1/4" from all trim sides.

Ad materials are to be supplied as digital file in the preferred PDF/X-1a (vector) format.

Create one PDF/X-1a file per ad or ad page.

Spreads must be submitted as two single-page files.

To match the color expectations of our advertisers, BD requires the PDF/X-1a file format and a SWOP proof for each ad submitted.

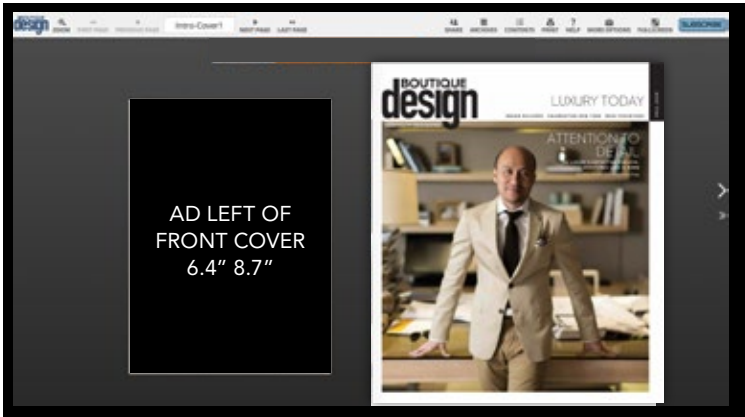


LOOK / FORMAT



LARGE FORMAT + HIGH IMPACT

Make an impression with full-page ads and eye-catching spreads.



EXPAND YOUR REACH TO  
**31,500+** DIGITAL SUBSCRIBERS.

RATES	
Ad Left of Front Cover	\$2,400 / issue
Full Page Ad	\$1,700 / ad

# DIGITAL ADVERTISING

## DRIVE MORE TRAFFIC TO YOUR WEBSITE WITH EXPOSURE ON OURS.

Strengthen your message with a multi-channel campaign to hospitality design professionals visiting our site in search of products, projects and people that inspire.

AD TYPE		RATE
A	Top Leaderboard	\$2,800 / 3 months
B	Welcome Ad	\$4,000 / 3 months
C	Large Rectangle	\$2,600 / 3 months
D	Medium Rectangle	\$2,000 / 3 months
E	Middle Leaderboard *	\$2,000 / 3 months
F	Bottom Leaderboard	\$1,500 / 3 months

Run of site ad units, including the top and bottom leaderboards, large rectangle and medium rectangle will rotate up to four advertisers per position.

\* The middle leaderboard runs on the home page only. This position also rotates up to four advertisers at a time.

BOUTIQUEDESIGN.COM  
AVERAGE\* MONTHLY  
UNIQUE PAGE VIEWS: **12,451**

\*Based on six month average from May to October 2020.

TOP LEADERBOARD  
970 x 90 px  
or 728 x 90 px

WELCOME AD  
640 x 480 px

LARGE RECTANGLE  
300 x 600 px

MEDIUM RECTANGLE  
300 x 250 px

MIDDLE LEADERBOARD  
728 x 90 px

BOTTOM  
LEADERBOARD  
728 x 90 px



## BOUTIQUE DESIGN E-NEWSLETTER

### Reach 27,000+ hospitality design professionals

by showcasing your product or service in the Boutique Design Check-In e-newsletter. Created by BD editors and distributed on a bi-weekly basis, your ad will be included alongside trending industry headlines.

#### NEWSLETTER PRICING (PER MONTH)

AD TYPE		1X	6X	12X
<b>A</b>	Primary Wide Rectangle	\$2,000	\$1,800	\$1,700
<b>B</b>	Primary Medium Rectangle	\$2,000	\$1,800	\$1,700
<b>C</b>	Product Ad + 300 characters	\$1,400	\$1,200	\$1,000
	Secondary Wide Rectangle	\$1,500	\$1,400	\$1,100
	Secondary Medium Rectangle	\$1,400	\$1,200	\$1,000

Multiple ads for each position are sold and placement is not guaranteed.

Note: Secondary Wide and Medium Rectangle appear lower on the page.

AVERAGE UNIQUE OPENS: **4,450\***

\*Average based on unique newsletter opens from March to July 2020.

PRIMARY WIDE  
RECTANGLE  
600 x 100 px

PRIMARY MEDIUM  
RECTANGLE  
300 x 250 px

PRODUCT AD  
220 x 220 px



## BOUTIQUE PRODUCT DESIGN SHOWCASE

Devoted exclusively to showcase products and services, the Product Design Showcase gives you the opportunity to reach over **15,400+** hospitality design professionals interested in product information. The Product Design Showcase is deployed monthly and offered on a first-come-first-served basis on position and edition selection. Product ads include a product photo, seven-word headline, company name and link to your website.

AD TYPE	1X	6X	12X
Image, headline and link	\$1,500	\$1,200	\$1,000

## E-MAIL ANNOUNCEMENTS

BD will deliver your HTML e-mail message to **15,400+** opt-in users who have asked to receive product, trade fair and other information from Boutique Design. HTML allows for use of formatted text, images and multiple links. These e-mail announcements feature your message only—with no other on-screen distractions. Limited to two distributions per month.

**\$2,700 PER USE**

## SPECIAL E-MAIL BROADCAST

Your HTML message will be delivered to **20,000+** BDNY attendees and subscribers (quantity will fluctuate slightly depending on time of year). Limited availability.

**\$4,700 PER USE**

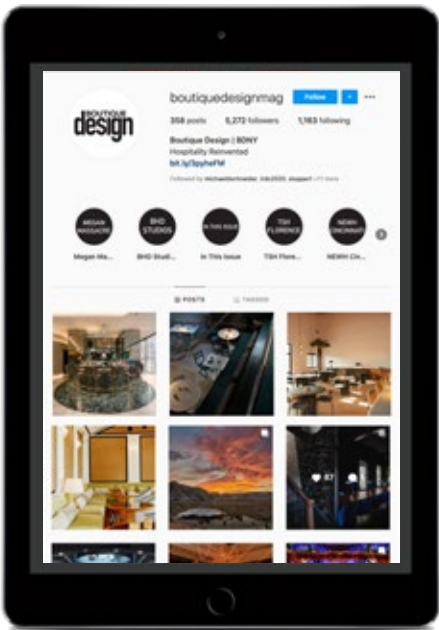
# SOCIAL MEDIA

## INSTAGRAM TAKEOVER

Connect with the boutique and lifestyle design community in an authentic way by sharing a glimpse into life at your business. This all-new offering gives manufacturers and design firms an opportunity to show off their best products and projects to Boutique Design magazine's 5,400+ Instagram followers. Then posts from your takeover remain in the BD archives.

One-day takeovers available on select dates. Sponsor must submit materials at least five business days prior to the takeover date for approval and editing.

DATES	RATE
December-August	\$1,000
September-November (peak traffic)	\$1,500



## FOLLOWERS IN BD'S NICHE NETWORK\*



INSTAGRAM @boutiquedesignmag  
**5,466**



TWITTER @BoutiqueDesign  
**8,941**



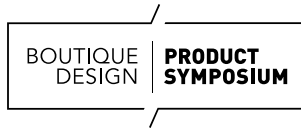
FACEBOOK @boutiquedesignmag  
**6,391 follows + 5,561 likes**



LINKEDIN company/boutique-design-trade-fair-events  
**637**

\*As of December 2020

## ACHIEVE VALUABLE LEADS + SUPPORT INDUSTRY EDUCATION



### SMART-SPECS INTERIORS

A series of CEU-accredited (1.0 CEU|HSW|IDCEC or 1 LU|HSW AIA) specification writing and product education courses that walk hospitality design professionals through best practices and design trends with a team of experts: a designer/architect, a purchasing executive/contractor, a hotel brand/ownership group executive—and you, the manufacturer. Session dates and times are scheduled on an as-available basis.

#### INVESTMENT

**\$12,000** Exclusive Sponsorship

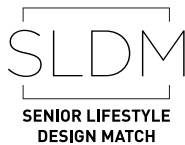
**\$6,500** Co-sponsorship (shared with one non-competing manufacturer)

#### BD PRODUCT SYMPOSIUMS AVERAGE\*

**534** total registrants **398** live sessions **82** on-demand sessions **66%** total conversion rate\*\*

\*average per session as of November 2020

\*\*percent of pre-registered attendees who view session live or on-demand



This new series of virtual events connects manufacturers with senior living design professionals who are actively working within the sector, interested in finding sources for their upcoming projects and have a desire to strengthen relationships with suppliers via one-to-one meetings.

#### INVESTMENT

**\$2,500**/event\*

\*Eight meetings + discussion on market and design trends. Event duration approximately 3 hours. Limited number of sponsors per product category.



### CUSTOM WEBINAR

With this custom option, sponsors have the opportunity to select a topic and preferred panelist, while BD handles the marketing and webinar production. Dates and times are scheduled on an as-available basis. A member of the BD team will moderate the hour-long conversation and audience Q&A throughout the session.

#### INVESTMENT

**\$12,500**/single session\*

\*exclusive session sponsorship



### WEBINAR SERIES

An exclusive opportunity to sponsor one of BD's previously scheduled webinars across a wide range of industry topics. Topics and dates are available on a first-come, first-serve basis. A member of the BD team will moderate the hour-long conversation and audience Q&A throughout the session.

#### INVESTMENT

**\$7,500**/single session

#### BD WEBINARS AVERAGE\*

**670** total registrants **409** live sessions **143** on-demand views **63%** conversion rate\*\*

\*average per session as of August 26, 2020

\*\*percent of pre-registered attendees who view session live or on-demand

NOVEMBER 14-15, 2021  
JACOB K. JAVITS  
CONVENTION CENTER

Set in the cultural capital of New York City, BDNY provides access to an unparalleled design experience that showcases creativity, energy and seasoned and emerging hospitality design talent. Attracting thought-leaders, savvy professionals and a curated blend of manufacturers of hospitality design elements, BDNY immerses audiences in exceptional design, exchange and education. Never predictable, BDNY reflects the city design calls home with a perennial event that is contemporary, bold and sophisticated. We are committed to delivering a high return on investment for our exhibitor and sponsor partners and audience engagement on the trade fair floor.

## ATTENDEES

Expected 7,000 interior designers, architects, purchasing agents, hospitality owners/developers working on hospitality projects.

## EXHIBITORS

More than 575 manufacturers/marketers of innovative design elements for hotels, resorts, cruise ships, restaurants, spas, casinos, night clubs and other related projects.

## WEBSITE

bdny.com

## INVESTMENT

### STANDARD BOOTH PACKAGE

10x10	\$5,975	\$59.75 / square foot includes drayage
10x20	\$11,950	
20x20	\$23,900	

### PREMIUM BOOTH PACKAGE

5x10	\$4,300	\$86 / square foot
10x10	\$8,100	\$81 / square foot
10x20	\$16,200	
20x20	\$32,400	

Premium booths include white hard wall system, gray carpet, lighting, drayage.

\*Corner fee \$300

All booths require an enhanced marketing fee of \$200

## DESIGNED SPACES

Provides an incredible opportunity to share a larger area with non-competing manufacturers for displaying products in a hospitality setting (think bar, lounge, café etc.) as a booth alternative. This turn-key approach to product display positions your company as a thought leader and innovator, as well as achieving all the visual benefits of working in this non-traditional space. Participation as a sponsor affords you the unique opportunity to collaborate with a leading or emerging hospitality design firm on the design of the space.

**DESIGNED SPACE SPONSORSHIP \$30,000**

## BEST OF BDNY PRODUCT DESIGN COMPETITION\*

The Best of BDNY Product Design Competition recognizes designers and manufacturers of products that demonstrate functional and aesthetic progress, and above all innovation in their respective category. Entries are judged by panel of hospitality design professionals on-site at BDNY.

**FIRST ENTRY \$750**

**ADDITIONAL ENTRIES \$100**

(one entry per company will be included in a special product section in BD's Winter edition)

\*must be a BDNY exhibitor/sponsor to enter the competition

BDNY.COM ADVERTISING

Web advertising builds brand awareness and promotes booth traffic to thousands of website viewers.

Average monthly unique pageviews: **5,267\***

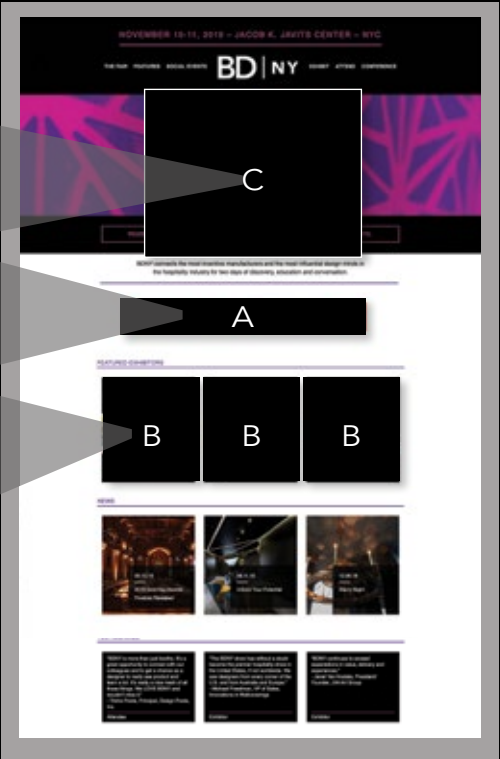
AD TYPE		RATE
A	Home Page Leaderboard <i>Limited to 3 non-competing companies</i>	\$1,800 / 3 months
B	Featured Exhibitor <i>Photo/Logo/Link to Website Limited Availability</i>	\$1,500 / 3 months
C	Welcome Ad <i>Prestitial</i>	\$5,000 / 3 months

\*Based on six-month average from May to October 2020.

WELCOME AD  
640 x 480 px

HOME PAGE  
LEADERBOARD  
728 x 90 px

FEATURED  
EXHIBITOR AD



BDNY ATTENDEE NEWSLETTER

**REACH OVER 40,000 HOSPITALITY DESIGN PROFESSIONALS** by showing your product or service in the BDNy E-Newsletter. Created by BD editors and distributed five times between August and November, your ad will be included alongside trade fair

AD TYPE	RATE
Leaderboard (600x100)	\$4,400 / 5x
Medium Rectangle (300x250)	\$3,250 / 5x
Bottom Leaderboard (600x100)	\$2,800 / 5x
Product Showcase (220x220)	\$1,800 / 5x

# CONFERENCES AND EVENTS

BD connects you to design decision-makers, from up-and-coming talent to established professionals who shape the hospitality interiors marketplace throughout the year at our conferences and events.

## BOUTIQUE DESIGN MATCH

SEPTEMBER 12-14 // SAN JUAN, PUERTO RICO

Boutique Design Match is an exclusive, invitation-only event that connects hospitality design decision-makers with suppliers for one-to-one meetings. Sponsoring manufacturers are guaranteed 20 meetings and provided a tabletop area for product display.

INVESTMENT

- 1 company representative: \$12,200
- 2 company representatives: \$16,800
- 3 company representatives: \$19,000



Boutique Design Forums are a series of private, invitation-only events that connect suppliers with hospitality owners/brands/developers, interior designers, architects and purchasing agents, at an executive level through a common experience, shared sports or cultural interests. Each Forum is set in a different location and caters to relationship building exchange in a relaxed environment.

INVESTMENT

- 1 company representative: \$6,900
- 2 company representatives: \$9,500

winter forum  
A BOUTIQUE DESIGN EVENT

MARCH 30-APRIL 1 // VAIL, COLORADO  
FOUR SEASONS RESORT | THE SEBASTIAN

summer forum  
A BOUTIQUE DESIGN EVENT

JULY 21-23 // YOUNTVILLE, CALIFORNIA  
HOTEL VILLAGIO

fall forum  
A BOUTIQUE DESIGN EVENT

OCTOBER 13-15 // LOUISVILLE, KENTUCKY  
HOTEL DISTIL

## GOLD KEY AWARDS

FOR EXCELLENCE IN  
HOSPITALITY DESIGN

NOVEMBER 15 // CIPRIANI 42ND STREET // NEW YORK

The 41st Gold Key Awards for Excellence in Hospitality Design recognizes outstanding design worldwide. Connect with 450+ attendees, including finalists and winners in each category, Designer of the Year, and the Gold Key judges. Build brand awareness and align your company with this years' most exceptional talent and design.

INVESTMENT

- TITLE SPONSOR (limited to two non-competing companies) \$11,300
- CATEGORY SPONSOR \$6,200







#### AUGUST 1-3 // PORTLAND, MAINE

Senior Lifestyle Design Match is an exclusive marketplace for manufacturers to connect with senior and assisted living design professionals and owners/developers for one-to-one meetings. Sponsoring manufacturers are guaranteed a minimum of 20 meetings and provided a tabletop area for product display.

#### INVESTMENT

1 company representative: \$11,350

2 company representatives: \$15,350

#### BOUTIQUE DESIGN | PRODUCT SYMPOSIUM

#### LATE SUMMER/FALL // WASHINGTON, D.C.

A one-day conference and cocktail reception dedicated to product education, focusing on CEU-accredited specification writing courses and related content. Each session will include sponsoring manufacturer(s), interior designer (or architect), purchasing executive (or contractor) and potentially a brand or ownership group executive, and will focus on a specific product category. The event will attract design professionals primarily in the local community seeking accreditation and advanced product knowledge and specification writing lessons.

A Product Symposium session sponsorship positions your company as an educator, builds brand awareness and provides an opportunity to develop a specification-writing course with your customers (hospitality design professionals). Sponsorship is limited to one product category per conference, two non-competing manufacturers.

#### INVESTMENT

##### SESSION SPONSORSHIP

Co-sponsorships (two non-competing manufacturers): \$6,500 per company

Exclusive: \$12,000

TABLE SPONSORSHIP \$3,500

REGISTRANT SPONSORSHIP \$1,500

limited numbers of sponsors per product category

## BD | NY CELEBRATION

#### NOVEMBER 13 // NEW YORK

Celebrate BDNY with 400+ of hospitality's best as we officially kick-off a successful trade fair. Sponsors of this high-profile event will get the opportunity to connect with hospitality design professionals, build brand awareness and invite customers (or potential customers) at this prime networking event.

#### INVESTMENT

\$4,000

(limited to four non-competing manufacturers)



# OUR TEAM

We are dedicated to advancing our customers' business in hospitality, highly connected in the market we serve and willing to put our resources to work for you. We will help optimize your marketing efforts and can customize a marketing program that meets your objectives and budget.

## BRAND MANAGEMENT

**MICHELLE FINN** Vice President, Boutique Design Group  
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## SALES MANAGEMENT

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**PAUL BIENKOWSKI** Key Accounts HD and BD and Publisher, Hospitality Design  
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**KEELI SCHMIDT** Key Accounts HD and BD and Show Sales Manager  
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**LILIANA CONNOLLY** Account Executive / M-R  
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**GERRY KREGER** Key Accounts  
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**ALICIA HOISINGTON** Contributing Editor  
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**KEVIN GAFFNEY, CEM** Vice President & Group Show Director, Emerald  
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**RACHEL LONG** VP, Content, Emerald Design Group  
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**KEISHA BYRD** Events & Conference Manager  
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