

MATTER

A publication of Material ConneXion® | The Leading global platform for material innovation and solutions

2011 Media Kit

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Connect to those who MATTER™

Reach the design community's top leaders, innovators and influencers

MATTER is the voice of **Material ConneXion**, the leading global platform for material innovation and solutions.

With unparalleled insight into the latest material advancements and comprehensive coverage on the world of design, **MATTER** is the definitive source for industry news.

Published quarterly, **MATTER** spotlights new developments and pioneering individuals from across the design spectrum. Each issue features informative and engaging content by contributors to some of the top international design and trade publications.

The magazine's multidisciplinary approach, wide-ranging scope and bold visual style offer readers a distinct perspective on the continually changing landscape of materials and design.



Demographics & Readership

Total Readership: 30,000 Worldwide

Our individual subscriber readership includes business professionals from a diverse range of industries.

These individuals are

- Affluent (90K+)
- Decision makers in product design, development, and marketing
- Actively engaged in networking outside their chosen fields

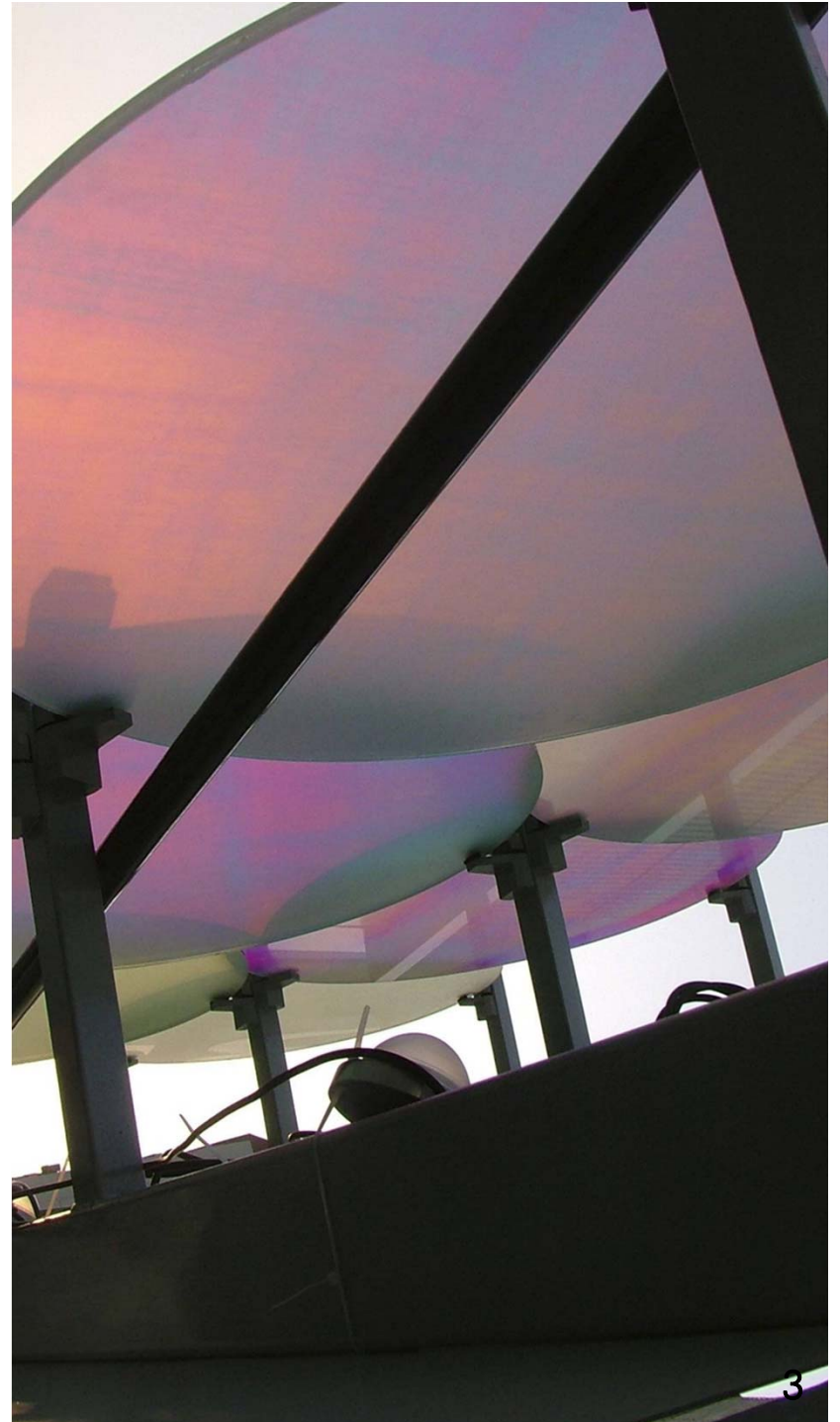
Our corporate readership includes companies in various specialized sectors of the arts, design, sciences and industry.

These companies are

- International in scope and reach
- Maintain Research & Development departments
- Active innovators in their industries

Our readers are from the following industries:

Architecture Fashion, Apparel & Footwear
Interior Design Exhibition Design
Packaging Design Textile Design
Retail Design Landscape Architecture
Industrial Design Transportation Design



Demographics & Readership

A list of our selected readers includes:

Adidas	HoMedics	Puma
Aero Products International	Ikea	Rockwell Group
Armani Exchange	Jarden Consumer Solutions	Samsonite
Aveda	JCPenney	Samsung
Baron & Baron	Jockey	Sara Lee
BMW	Johnson & Johnson	Skidmore Owings & Merrill
Calvin Klein	Jordan Brand	Smart Design
Center for Architecture	JWT - J Walter Thompson	Sonance
Charbroil	Kimberly-Clark Corporation	SOM
Chillewich	Kone	Starbucks
Chrysler	Lifetime Brands	Steelcase
Clodagh	Maya Romanoff	Steven Holl Architects
Colgate Palmolive	Masco Corporation	Target
Crate & Barrel	Mazda	Toyota / Caltly Design
Disney	Motorola	Trespa
Easton – Bell Sports	NBBJ	Tupperware
Ecco Design	Neiman Marcus	Wal-Mart
Estée Lauder Companies	Nestle	W.L. Gore
Field Operations	New Balance	West Elm
Frog Design	Nike	Wilson Associates
Fuseproject	Nissan	Whirlpool
Gensler	Node	Whole Foods
Giorgio Armani	Nokia	World Kitchen
GM	Old Navy	Victoria's Secret
Hasbro	Perkins Eastman	Volkswagen A.G.
Haworth	Procter & Gamble	Zaha Hadid
Herman Miller		
HOK		

Circulation

MATTER is placed in each of **Material ConneXion**'s offices in New York, Bangkok, Cologne, Milan and Daegu (Korea)

MATTER is mailed to our Materials Library Subscribers & Consulting Clients around the world

MATTER is distributed at key industry events including:

Salone Internazionale del Mobile (Milan Furniture Fair)

The world's largest and most anticipated furniture design fair

International Contemporary Furniture Fair (ICFF)

North America's singular showcase for contemporary design

IIDEX NeoCon

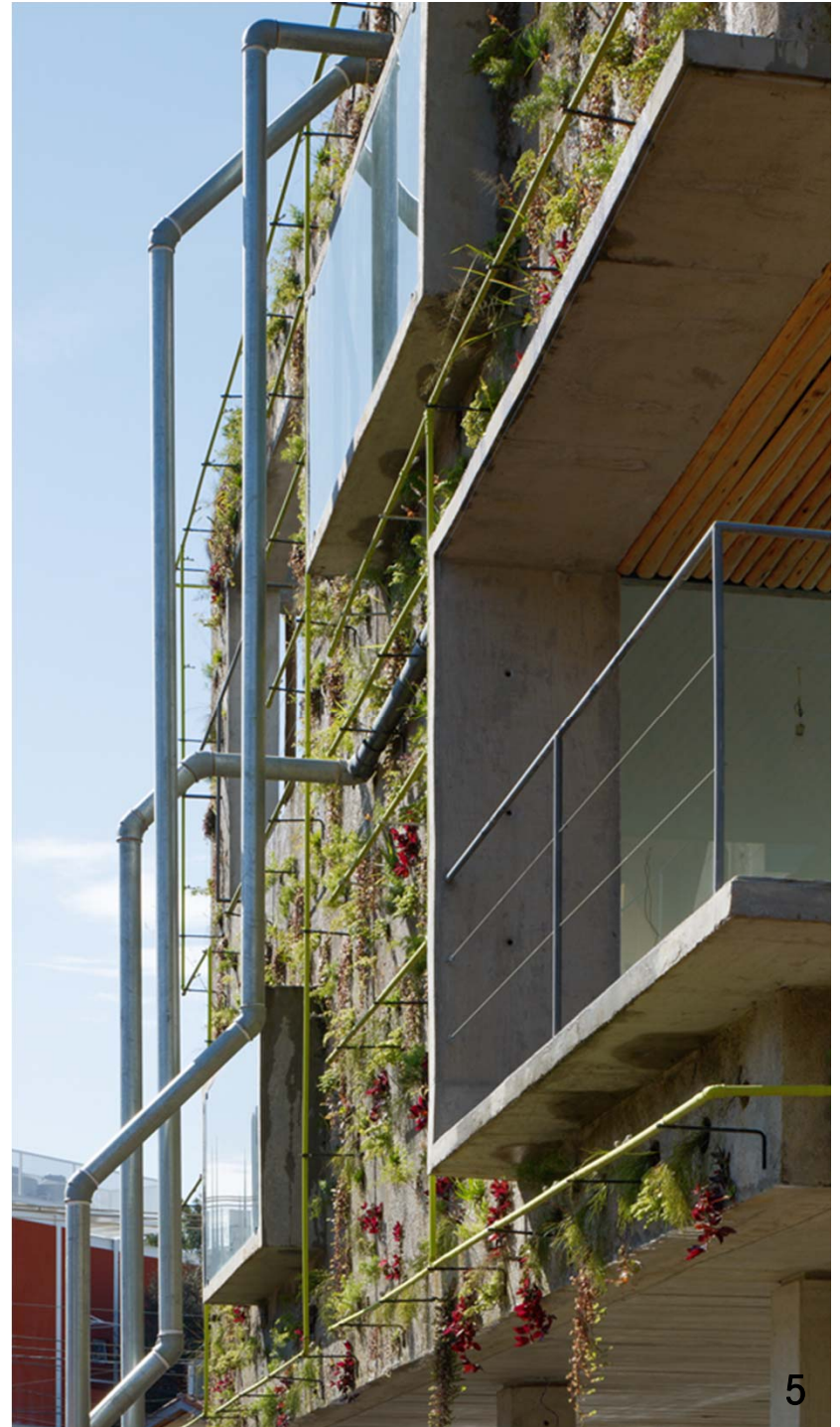
Canada's largest exposition for the design, construction and management of the built environment.

Luxe Pack New York

Innovations in luxury packaging from the world's foremost suppliers

The NADI Show

The premier gathering of New York City's finest providers of visual and design resources for retailers and visual merchandisers



Online Advertising


e/MATTER is a new monthly e-newsletter from Material ConneXion, featuring highlights from MATTER, our Monthly Materials Updates on the latest additions to our Materials Library, and material notes from around the world

e/MATTER is distributed to over 20,000 readers each month. Banner advertising gets you directly in front of our clients and friends.

e/MATTER THE E-NEWSLETTER OF Material ConneXion
FEBRUARY 2008
The Leading Global Platform For Material Innovation and Solutions www.materialconnexion.com

FEATURED NEWS

Material ConneXion Has Moved!

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FEBRUARY MONTHLY MATERIAL UPDATE


Check Out Our Newest Innovative Materials! Amcommy nos nostio eraese vendipis am, si el ullaor sed tat prat, volobortie tatum nullan vel dolor ing el do cortism odolent vel eu feu feugiam ipit laorpero odolor aut wis aut nulput ip et velismolesed tisl delis dolortin elisi. Ex essendre velendi amconse ndreriustio odipit nostrud mod tat velissi. [Click Here To Download PDF.](#)


MATERIAL TREND REPORTS


Amcommy nos nostio eraese vendipis am, si el ullaor sed tat prat, volobortie tatum nullan vel dolor ing el do cortism odolent vel eu feu feugiam ipit laorpero odolor aut wis aut nulput ip et velismolesed tisl delis dolortin elisi. Ex essendre velendi amconse ndreriustio odipit nostrud mod tat velissi. Corem venis et ut velessenis adiam et wissi blaortisl dolor sum quatummy nostrud et, qui eugiamcommy nullutp atincing esto corem

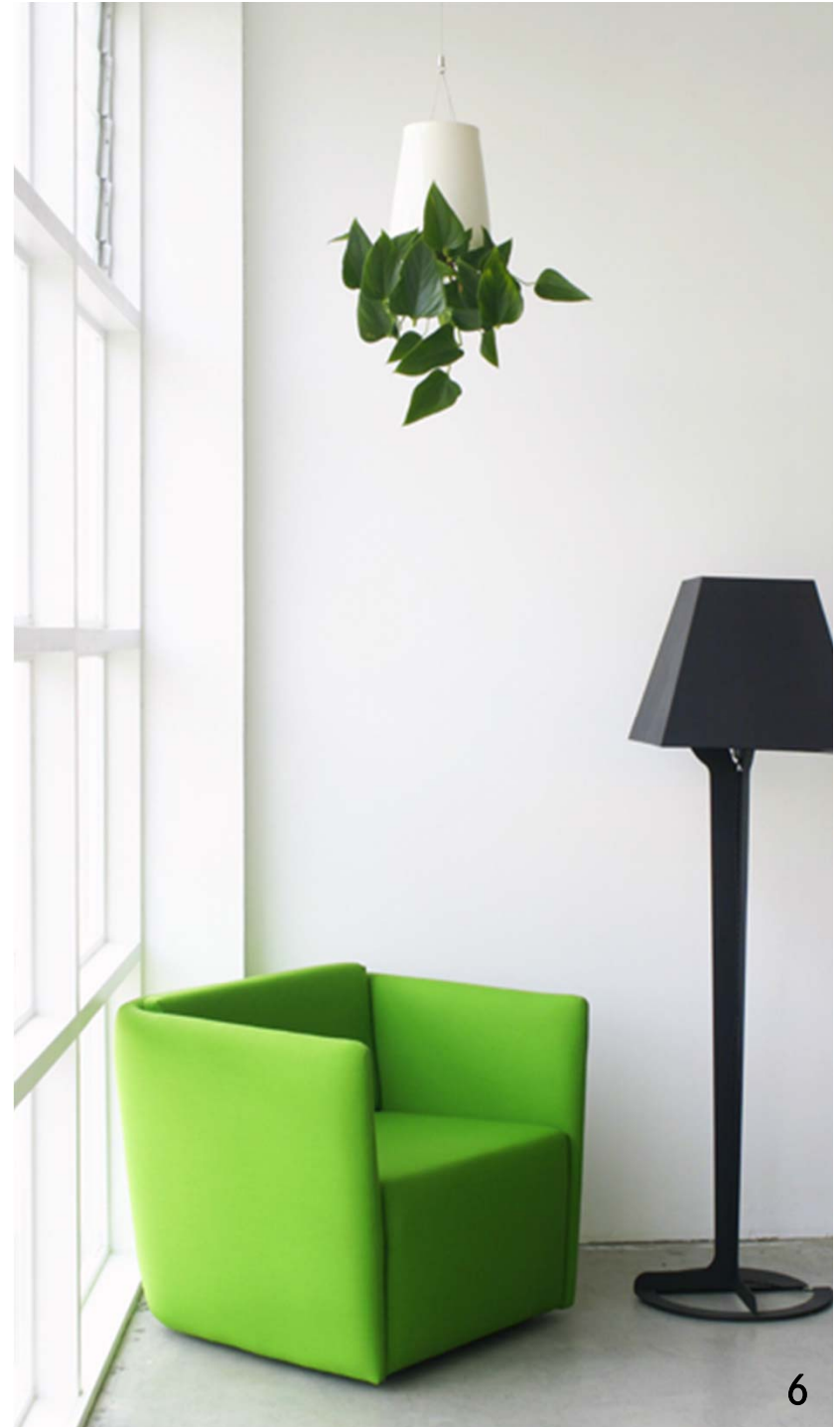
NEW MATERIALS

 ▲ MC# 6209-01

 ▲ MC# 6209-01

 ▲ MC# 6209-01

 ▲ MC# 6209-01



Advertising Rates

MATTER

Frequency	1x	4x
Single Page	\$2,500	\$8,000
Inside Cover	\$3,000	\$10,000
Double Page	\$5,000	\$16,000

e/MATTER

Frequency	1x
Banner Ad	\$1,000



Technical Specifications

MATTER

Format: MATTER is produced as a 36+cover publication. The trim size is 6.0 x 9.0 inches with a live area of 5.5 x 8.5 inches. All pages are printed in CMYK with bleed.

File Types: InDesign or PDF

Type & Font: All type and fonts must be converted to outlines in your submitted artwork.

Submission: Artwork is accepted on CD, DVD or by email to azingaro@materialconnexion.com. FTP upload instructions are available upon request.

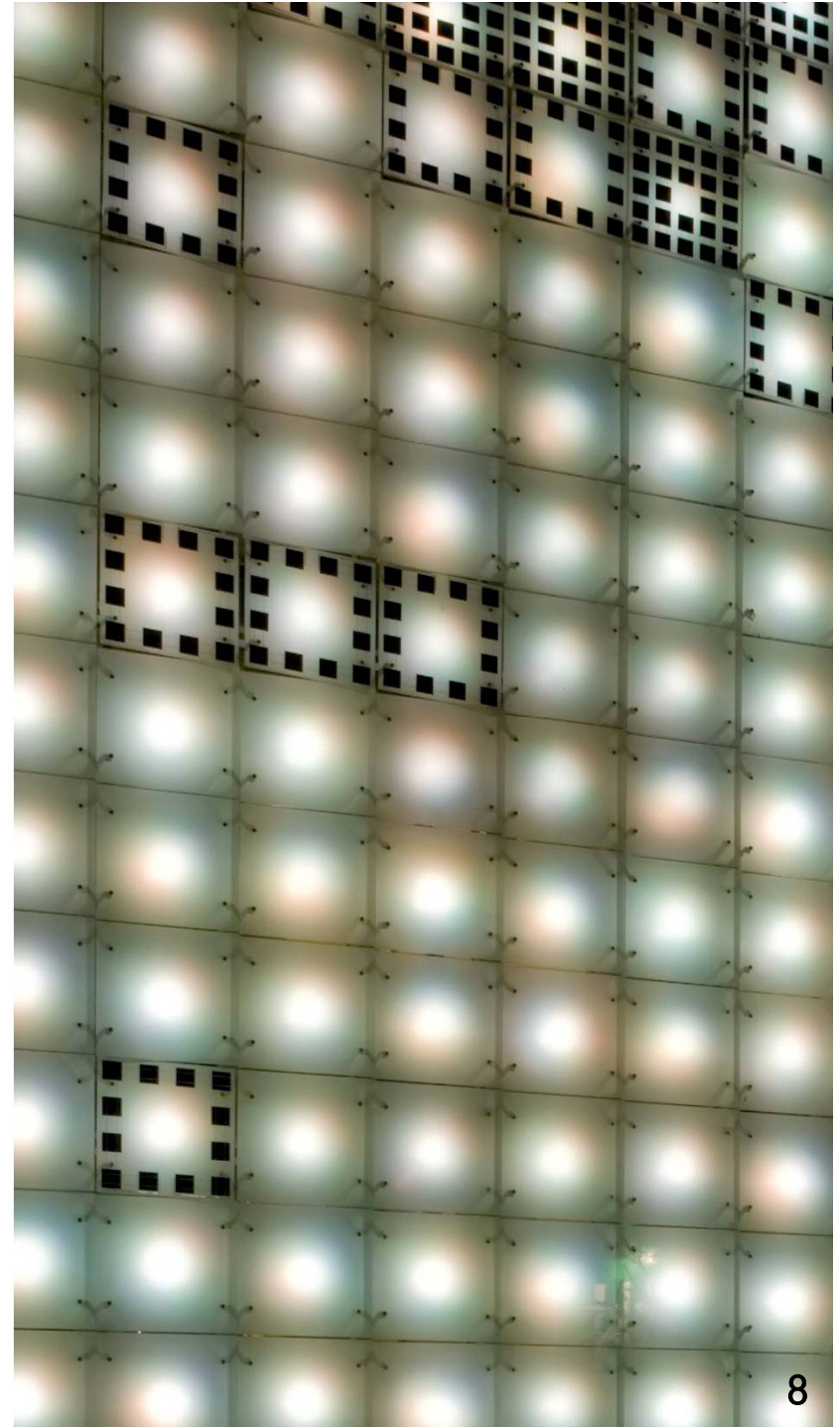
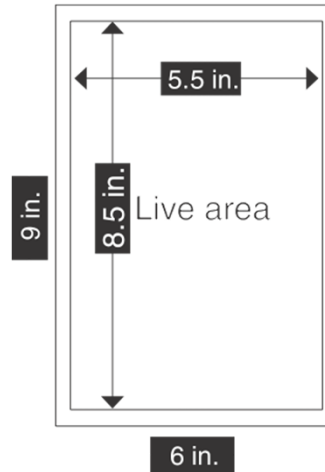
e/MATTER

Format: Banner Ad is 613 pixels high x 110 pixels wide

File Types: .GIF & .JPG (Animated Artwork Not Accepted)

File Size: Should not exceed 100 kb

Submission: Email artwork to azingaro@materialconnexion.com



Contact

For more information about advertising in **MATTER** or **e/MATTER**, or to receive our **2011 Editorial Calendar**, please contact:

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