Mission Statement

Architectural Digest is the essential resource for sophisticated design enthusiasts seeking inspiration and unrivaled access to the world’s most celebrated designers and architects. As the leading international design authority, we continue to spotlight the very best in home, luxury, innovation, and global destinations.

By The Numbers

<table>
<thead>
<tr>
<th>Total Audience Reach</th>
<th>Median HHI</th>
<th>Net Worth $1M+</th>
<th>Spent on Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>20M</td>
<td>$106K</td>
<td>298 INDEX</td>
<td>$46.0B</td>
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</tbody>
</table>

Across Platforms

- **PRINT**: 4.6M
- **DIGITAL**: 6.0M
- **SOCIAL**: 8.7M
- **VIDEO**: 3.4M

Tentpoles & Editorial Pillars

**Ad Pro**

Authoritative, opinionated coverage for design-world insiders, featuring breaking news and exclusive trade access—updated around the clock. This is the ultimate resource for professionals who want to tap into the creative thinking of industry leaders and up-and-comers. You won’t find this level of reporting or information sharing anywhere else.

**Clever**

Taking on the unique challenges of designing a smaller space—while upholding sophisticated style. Design-led, affluent millennial audiences experience fresh ideas daily for elevated, yet approachable decorating and renovating solutions and invaluable content.

**Architectural Digest Design Show**

Now in its 16th year, the show has become the most influential luxury design show in the US. Featuring thousands of products to source and shop over the course of 4 days, 45,000 design mavens attend every year – with 300M media impressions extending the footprint nationally.
Editorial Calendar

2018

JANUARY
THE 2018 AD100
Close: 10.20.17
Go Live: 12.6.17
Newsstand: 12.12.17

FEBRUARY
DESIGN MAKING A DIFFERENCE
Close: 11.27.17
Go Live: 1.17.18
Newsstand: 1.23.18

MARCH
STAR POWER
Close: 12.22.17
Go Live: 2.14.18
Newsstand: 2.20.18

APRIL
DESIGNERS’ OWN HOMES
Close: 1.31.18
Go Live: 3.21.18
Newsstand: 3.27.18

MAY
THE INTERNATIONAL ISSUE
Close: 2.28.18
Go Live: 4.25.18
Newsstand: 5.1.18

JUNE
COUNTRY HOUSES + GREAT ESCAPES
Close: 3.27.18
Go Live: 5.30.18
Newsstand: 6.5.18

JULY/AUGUST
SUMMER LIVING
Close: 5.17.18
Go Live: 7.4.18
Newsstand: 7.10.18

SEPTEMBER
THE STYLE ISSUE
Close: 6.25.18
Go Live: 8.8.18
Newsstand: 8.14.18

OCTOBER
THE FUTURE OF DESIGN
Close: 7.26.18
Go Live: 9.12.18
Newsstand: 9.18.18

NOVEMBER
THE RENOVATION ISSUE
Close: 8.27.18
Go Live: 10.10.18
Newsstand: 10.16.18

DECEMBER
LIVING WITH ART
Close: 9.20.18
Go Live: 11.7.18
Newsstand: 11.13.18

CONTACT: Jordana Pransky, VP Revenue, The Lifestyle Collection
<table>
<thead>
<tr>
<th>Month</th>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>AD 100</td>
<td>For over 25 years, the annual AD100 has been the undisputed definitive list of the top 100 designers and architects in the world.</td>
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<tr>
<td>JULY</td>
<td>THE THROWBACK</td>
<td>The 60s, 70s, 80s, and 90s are back! Each week, our editors will highlight the most ubiquitous trends by decade—from shag carpets to sponge-painted walls.</td>
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<tr>
<td>FEBRUARY</td>
<td>DESIGN MAKING A DIFFERENCE</td>
<td>The transformative power of design to affect change across the world. Creative minds from across the industry lend their talents to causes close to their hearts.</td>
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<td>AUGUST</td>
<td>FASHION INSIDERS AT HOME</td>
<td>Fashion trendsetters personal spaces are equally as captivating as their work, revealing a balance between creativity and a chic sense of grandeur.</td>
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<td>MARCH</td>
<td>DESIGNER TAKEOVER MONTH</td>
<td>Timed to AD's Home Design Show, top designers take us inside their studios, latest projects, and personal spaces.</td>
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<tr>
<td>SEPTEMBER</td>
<td>THE FUTURE OF DESIGN</td>
<td>In 50 years, what will our cities look like? How are the world’s leading architects and designers innovating for our future?</td>
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<td>APRIL</td>
<td>GREAT DESIGN AWARDS</td>
<td>The best new products—from stunning surfaces to statement tubs to sculptural fixes—and gathered expert tips for even the smallest of spaces.</td>
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<td>OCTOBER</td>
<td>AD DRIVING TOURS</td>
<td>It’s time for a road trip. Our editors get behind the wheel, and map the most significant architecture in the U.S.</td>
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<td>MAY</td>
<td>TOMORROWS DESIGN STARS</td>
<td>AD editors identify the next generation of product design innovators—the brightest students from institutions like SCAD, RISD, and Pratt—to participate in an exhibition that will be judged by AD.</td>
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<td>NOVEMBER</td>
<td>ULTIMATE KITCHEN MAKEOVER GUIDE</td>
<td>At part of our inaugural “Great Design Awards,” we’ve selected the best new products—from kitchen ranges to countertops—and gathered expert tips for even the smallest of spaces.</td>
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<td>JUNE</td>
<td>LIVING WITH ART</td>
<td>Aligning with the year-end global art and design fairs and gearing up for the holidays, AD takes readers inside the art-filled homes of the world’s top collectors, and sought-after galleries.</td>
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