

ARCHITECTURAL DIGEST

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ARCHITECTURAL DIGEST LAUNCHES AD PRO AS MEMBERS-ONLY NEWS PLATFORM AND UTILITY FOR THE DESIGN INDUSTRY

NEW YORK, March 13, 2019-- On April 2nd, international design authority *Architectural Digest* will launch AD PRO as a members-only platform with exclusive news, trade tools, services and special events created specifically for design industry professionals.

A subscription-based platform, AD PRO's private members will have unlimited access to daily, real-time content created by *AD* editors, industry insiders, and next-gen design stars. An *AD* Archive will offer unprecedented access to the brand's vast catalogue of print issues and a job board will feature an exclusive portal to post, search, and apply for careers within the professional community.

"With AD PRO, we are creating a forum to provide the design world with its most useful and informative resource to date, a utility the industry needs," said *AD* editor-in-chief, Amy Astley. "AD PRO will allow design professionals to tap into the minds of *AD* editors and industry experts, offering a level of access, information sharing, and reporting they can't find anywhere else."

In addition to being privy to the pulse of design, members will also have exclusive access to *AD* events and the new AD PRO Work/Shop series: in-market seminars, live panels, and shoppable events that will be a hot ticket for regional and New York designers looking for product sourcing, networking, and career advice from *AD* editors and the best design talent in the world, from *AD*'s annual AD100 list.

"*AD*'s audience of industry consumers are incredibly loyal and hyper-engaged," said *AD* Chief Business Officer, Eric Gillin. "The new AD PRO enables us to implement paid-for editorial that makes a statement about our content and allows us to build a specialized business with a very distinct community in mind."

Dacor, a leading American luxury home appliance brand, will be the founding sponsor of AD PRO.

An AD PRO membership costs \$240 a year or \$25 a month and includes the following benefits:

- Breaking national and international news central to the design community
- Day-to-day regional news, focusing on markets including New York, Los Angeles, San Francisco, Chicago, Atlanta, Dallas, and Houston
- *AD* Archive: Members will have access to the *AD* magazine archive in its original format. Each issue will be uploaded and viewable as an online magazine, with utility based tools allowing consumers to gather research and inspiration from *AD*'s nearly 100 years of print
- Access to an exclusive portal to post, search, and apply for careers within the professional community

- Need-to-read in-depth analysis, profiles, and feature reportage on the Who's Who shaping the design industry
- A comprehensive, daily calendar of can't-miss design and trade events
- Trend reports, both quarterly downloads driven by investigative, on-the-ground market research and weekly alerts that include both design inspiration and highly curated products AD editors love
- Tools and expert advice from experienced trade pros on building and growing one's business and brand
- Delivery of *AD* magazine, the competitive set's top title for home and design

About *Architectural Digest*:

Architectural Digest (AD) is the international authority on design and architecture. *AD* provides exclusive access to the world's most beautiful homes and the fascinating people who live in them, bringing its audience a wealth of information on architecture and interior design, art and antiques, travel destinations, and extraordinary products; its AD100 list of top architects and designers is one of the industry's most relied-upon indexes of talent. *AD*'s digital channel, [AD PRO](#), features authoritative, opinionated coverage and breaking news for design-world insiders, and vertical [Clever](#), takes on the unique challenges of designing a smaller space; offering design advice for real life. Every day *AD* inspires millions of affluent readers to redesign and refresh their lives through a multiplatform presence that includes print and digital editions, social media, signature events, and the brand's website, archdigest.com.

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