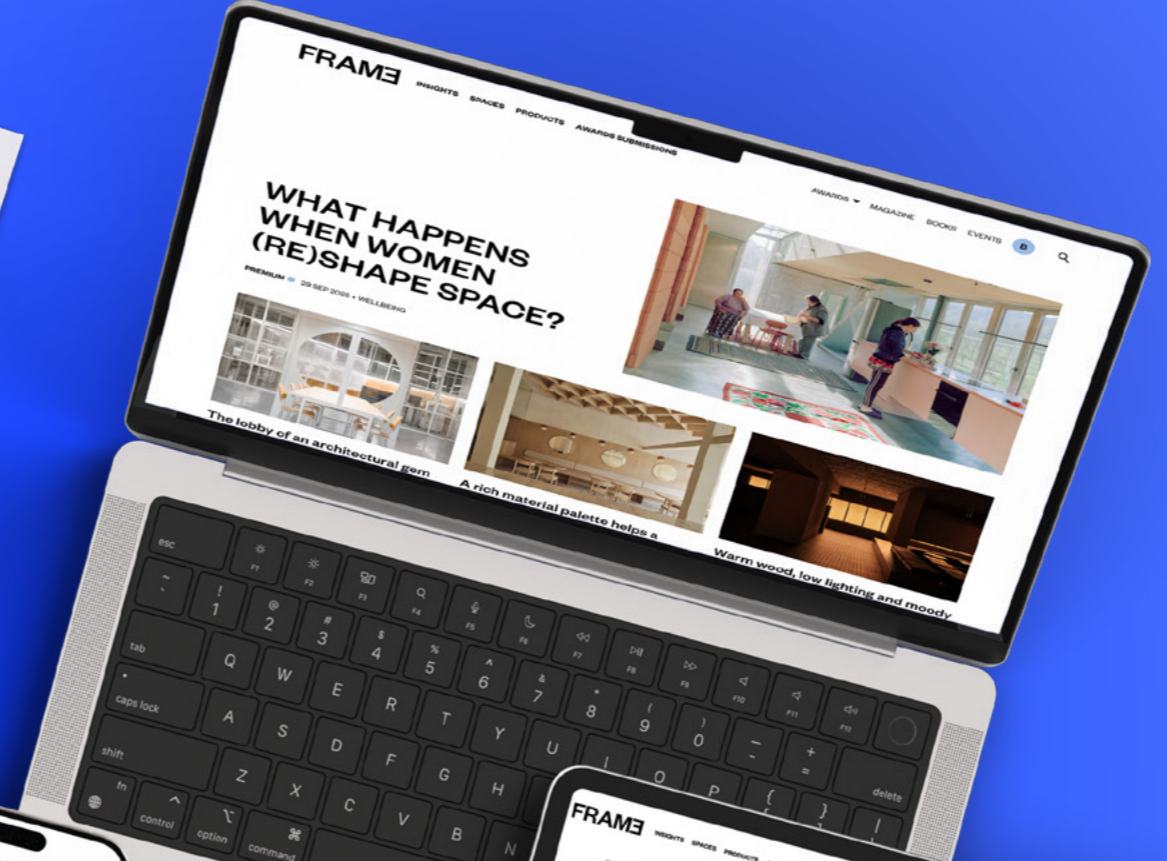


MEDIA KIT 2026



FRAME

CONTENTS

ABOUT FRAME

Who we are 5

Our audience 6

Our offer 8

PRODUCTS & PRICES

Print magazine 10

Website 13

Newsletter 15

Social media 16

Fairs & events 17

Awards 19

Bespoke 20

CONTACT US 22





g Cave_Bureau (see
British Pavilion at the
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displacement.

Formafantasma shifts the design gaze from static object to ecosystem in Cohabitate. Developed with Perrier-Jouët after two years of research alongside biodiversity experts, the installation unfolds within the brand's Champagne-region vineyards as a living, evolving intervention. Incorporating beehives, soil tilling and low stone walls, it translates regenerative viticulture into a design practice rooted in cohabitation.



Courtesy of Formafantasma and Perrier-Jouët

FRAME is the first and leading global interior design magazine. Deeply connected to designers and architects worldwide, driven by progress and creators of meaningful content, we invite you to contact us if you're seeking an aspirational media partner in the world of design. Through our prime publications, we offer targeted opportunities for multi-channel advertising, branded content, and other partnerships. **Be seen where it matters.**

GETTING TO KNOW FRAME

FRAME is the designer we all want to be

INTERIOR DESIGNER
customer research panels **FRAME**

WHO WE ARE

INTERIOR DESIGN MATTERS MORE

Founded in 1997, FRAME gave interior design a global platform, built on the belief that it matters more: indoor spaces profoundly influence how people feel and behave – and we spend most of our lives indoors. Twenty-eight years later, this vision still guides everything we publish, in print and online.

INTELLIGENCE CONNECTED TO THE DESIGN PRACTICE

Our team of trend researchers and journalists explores the full spectrum of interior design through a forward-looking agenda addressing the themes most relevant to today's design practice. Our research uncovers the transformative value of innovative projects, products and designers shaping the spaces where we live, work and connect.

EMPOWERING DESIGNERS WORLDWIDE

We bring our insights to a global community of interior designers and industry professionals through high-quality publications that inspire and inform, challenge and recognize. Our mission is to expand our readers' creativity, knowledge and understanding - empowering them to excel in their profession and together, advance the design industry as a whole.



MESU
SIZZ
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Z!AST
W62

For Mestiz, playfulness is neither frivolous
it's necessary. Through a celebration of c
and Mexican heritage, the studio invites u
unexpected – one whimsical design at a

Words PHOEBE LONG

OUR AUDIENCE

INTERIOR DESIGN PROFESSIONALS

FRAME is connected to a discerning global community of over 1 million readers, users, and followers. They are cosmopolitan professionals in the world's design hubs – from Paris to Shanghai, from New York to Milan. The majority are interior designers and architects, working at boutique studios or leading firms – from emerging talents to senior decision-makers.

ASPIRATIONAL AND IMPACT-DRIVEN

The FRAME reader is ambitious and time-pressed, always searching for inspiration, knowledge, and ways to stay ahead. Intrinsically motivated, they seek growth and meaning, driven by the belief that design is not just about aesthetics but about solving real problems and creating impact. FRAME reflects the aspirations of its readers, while their best work and ideas shape our content – a unique and strong bond.

TRULY GLOBAL

Our community also includes educators, product designers, commissioners, and more. While historically strong in Europe and the US, our fastest growth now comes from Asia, where FRAME has also become a reference point. All together, they form an influential, cosmopolitan community – advancing design and redefining the spaces of tomorrow.



AUDIENCE

33% 18-25 years
32% 25-34 years
25% 35-54 years
10% >55 years

60% Female
40% Male

MAGAZINE

40k Readership
40% Newsstand
40% Subscriptions
20% Controlled circulation,
events and VIPs

Print geo reach: **60%** Europe
20% Asia-Pacific
20% Americas

FRAMEWEB

3M Views (year)
650K Users (year)
4 Average views per user

Web geo reach: **44%** EMEA
35% Asia-Pacific
21% Americas

NEWSLETTERS

50k+ Subscribers
30-40% Opening rate

AWARDS

1000 Submissions (year)
35 Countries

WHO Highly focused professional audience: Interior designers, architects, product designers, researchers, and other adjacent professionals from industries like retail, furniture manufacturing, real estate.

INFLUENCE Our audience includes many decision-makers; based on LinkedIn data, approximately 67% of those engaging with our posts hold influential positions, with 30%

at partner or executive level and 37% in a managerial role.

WHEN Primarily during work hours (73%), also during free time (64%); 59% visit FRAME at least once a week.

WHY To stay updated on industry trends (82%), find inspiration (75%), follow other studios (52%), discover products (52%), and for project research and pitch preparation.

HOW Multi-channel engagement with a primary entry point on: web (41%), newsletters (39%), print (36%), and social media (25%); 73% actively share articles within their networks.

Primary design sector focus: Hospitality (71%), Living (71%), Retail (68%), Work (52%), Institutions (43%).

Additional interests: Technology, lifestyle, travel, green living, news.

SOCIAL MEDIA

400K  Instagram
216K  Facebook
21K  LinkedIn
7K  YouTube
11M  Pinterest

OUR OFFER

TARGETED AUDIENCE

FRAME connects advertisers with a hard-to-reach, highly engaged global community of influential designers, architects and design professionals.

PRIME PUBLICATIONS

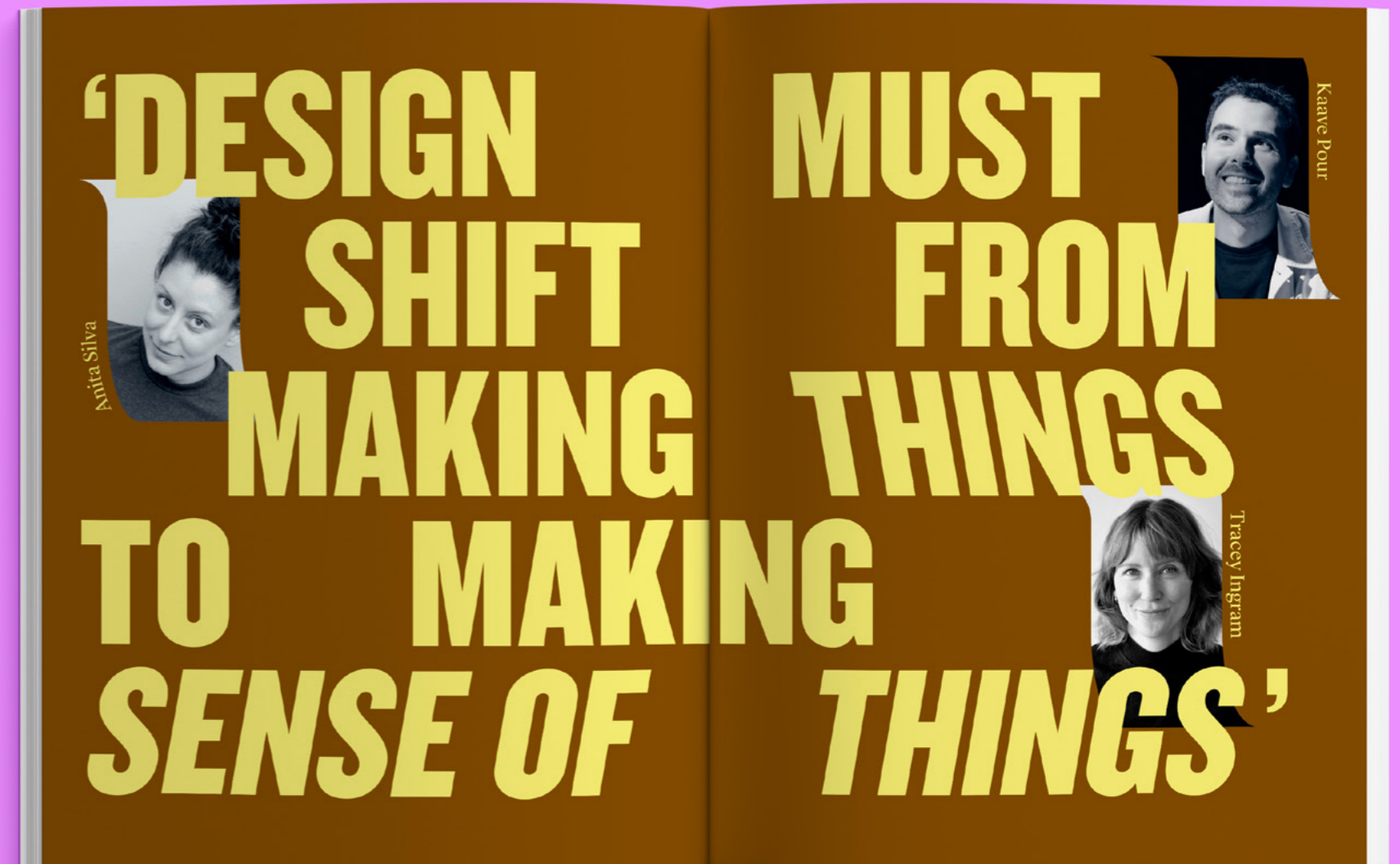
We turn industry insights into inspiring, strategic content – within curated environments where ads appear alongside trusted design coverage.

MULTICHANNEL PLATFORMS

From print to digital to social, FRAME delivers the right message at the right moment – in tune with the audience mindset.

TRUSTED BRAND

Align with an established and respected voice in design to gain visibility with credibility.



PRODUCTS & PRICES

FRAME is a leader in exploring what's next in spatial design, providing valuable insights and setting global standards. As a design company, we connect with FRAME's values and believe in collaborating with platforms that share our commitment to meaningful design discussions.

ALEJANDRA GANDÍA-BLASCO LLORET
Creative and Communications Director at Gandía Blasco SA

FRAME MAGAZINE

ESTABLISHED VOICE WITH GLOBAL REACH

Since 1997, FRAME Magazine has been defining the importance of interior design – engaging with, and at times even co-defining, major developments in the field. Having evolved from a source of inspiration into an established voice for design intelligence, it now reaches approximately **40,000 readers** through memberships and specialist bookstores worldwide: 60% in Europe, 20% in Asia-Pacific, and 20% in the Americas.

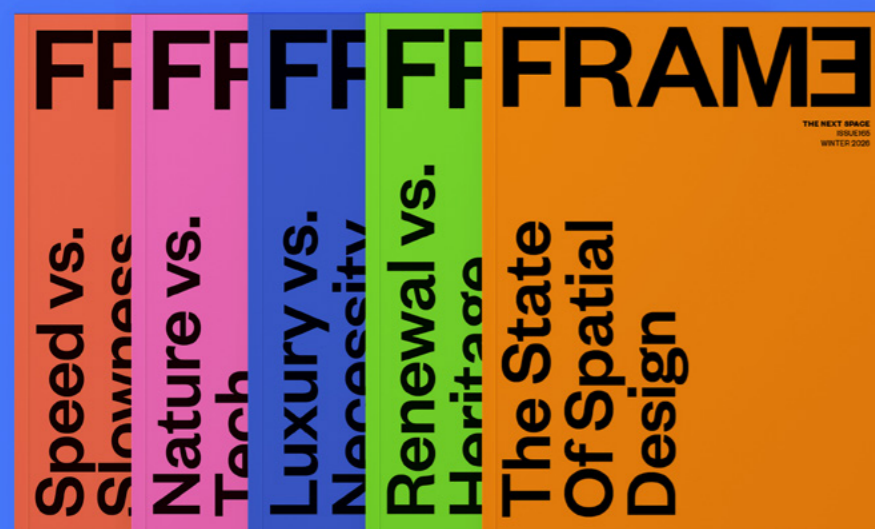
PRESENCE IN FRAME MAGAZINE: LASTING BRAND EQUITY

FRAME Magazine offers something unique: time, attention, and depth. Each themed issue **invites readers into a focused, curious mindset** – whether at home, in libraries, or while travelling. For brands, it’s an opportunity to connect with a highly invested design community in a premium context. Beautifully made and widely collected, FRAME Magazine keeps your brand visible and valued long after publication.



EDITORIAL CALENDAR

This year, FRAME is exploring design through contrasts and connections. Each of our seasonal issues pairs two seemingly opposing forces to reveal the crossovers, frictions and unexpected synergies that emerge between them – reflections of today’s complex, often contradictory world.



Special (Feb/March) 2026

ISSUE 165 THE STATE OF SPATIAL DESIGN

FRAME opens the year with a deep dive into the state of spatial design. This special issue presents the FRAME Awards 2025 winners in full, accompanied by highlights from the jury deliberations and conversations with industry experts. Beyond celebrating excellence, we probe pressing topics – from sustainability and innovation to the evolving role of (interior) designers.

Editorial deadline 12/11/2025

Artwork deadline 12/12/2025 On sale 01/02/2026

Spring (April/May) 2026 – Milan Design Week edition

ISSUE 166 RENEWAL VS. HERITAGE

Design stands at a crossroads between innovation and preservation. This issue investigates how restoration, craft, indigenous techniques and cultural traditions are intersecting with AI, new materials and globalization. From zooming in on the details of meticulous restorations to questioning when to rebuild or preserve, we consider how blending heritage with renewal can create spaces that are resilient, respectful and future-proof.

Editorial deadline 14/01/2026

Artwork deadline 13/02/2026 On sale 01/04/2026

Summer (June/July/Aug) 2026

ISSUE 167 LUXURY VS. NECESSITY

We’ve heard of time, comfort, privacy and access to nature all being labelled ‘the new luxury’, but what is the new-new luxury? This issue delves into the links between luxury and necessity and maximalism and minimalism, asking how ethics, responsibility and aspiration can inform each other in shaping tomorrow’s retail, hospitality, living, work and brand presentation spaces.

Editorial deadline 11/03/2026

Artwork deadline 10/04/2026 On sale 01/06/2026

Fall (Sept/Oct) 2026

ISSUE 168 NATURE VS. TECH

As technology accelerates, design is constantly negotiating its relationship with the natural world. This issue pairs AI, robotics and virtual systems with biomaterials, biophilic strategies and rewilding. We ask how innovation can regenerate rather than erode, and spotlight projects that balance ecological wisdom with digital progress – from tech-enabled wellness spaces to future food landscapes.

Editorial deadline 03/06/2026

Artwork deadline 03/07/2026 On sale 01/09/2026

Winter (Nov/Dec/Jan) 2026

ISSUE 169 SPEED VS. SLOWNESS

What role does tempo play in design? Some projects demand immediacy; others are built for endurance. This issue examines pace across pop-ups, institutions, workplaces and living environments. Exploring how agility and mobility converge with wellbeing, longevity and craft, we investigate events and their afterlives, products designed to age and interiors that manipulate light and materiality, looking at how spaces can soothe, stimulate, assist or adapt across generations.

Editorial deadline 12/08/2026

Artwork deadline 11/09/2026 On sale 01/11/2026

FRAME MAGAZINE

PRODUCTS & PRICES

ADVERTISING	FIRST SPREAD OR BACK COVER	€11,750
	PREMIUM Single page first third	€7,950
	STANDARD Single page run magazine	€6,950
	PRINT BUNDLE 5 for price of 3	
EDITORIAL	FEATURE IN MARKET SECTION Receive a 25% discount when combined with the Online Product Package	€2,450
	EDITORIAL ARTICLE Single page	€7,950
	EDITORIAL ARTICLE Double page	€9,950
BUNDLE	PRINT + ONLINE EDITORIAL PACKAGE 1-page article publication: print, Frameweb, newsletter, social media	€10,450



FRAMEWEB

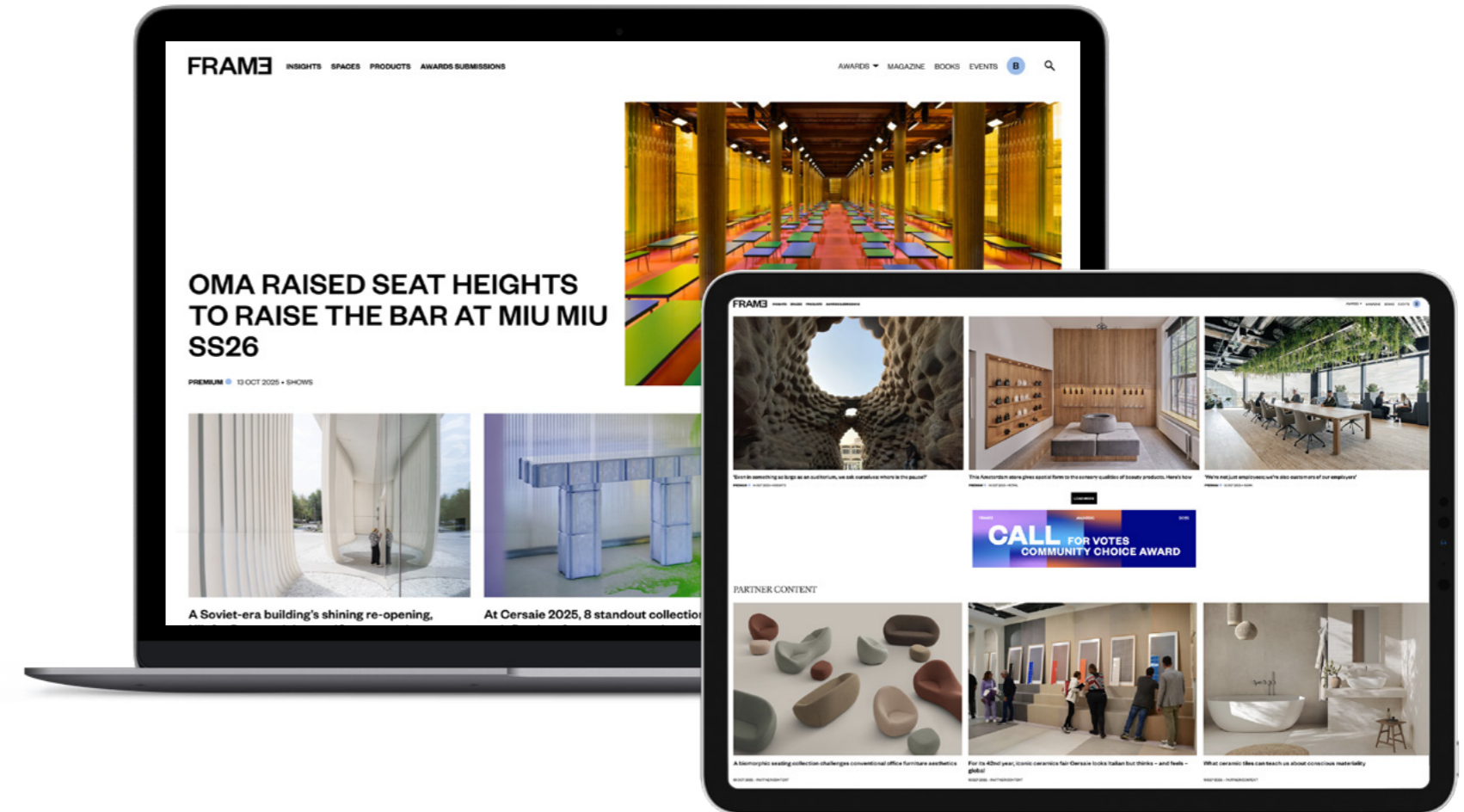
WHERE DESIGNERS TURN FOR INSPIRATION AND INSIGHT

Frameweb is a premium online platform for interior design spaces and insights. More than **13,000 curated articles** – project reviews, research pieces, interviews, trend stories – updated daily and shaped by FRAME’s forward-looking agenda and distinctive voice.

Our digital membership provides unlimited access to all premium content, while two articles per month remain freely available. The platform also hosts the FRAME Awards, presenting thousands of cutting-edge projects from around the world.

PRESENCE ON FRAMEWEB: MEET IN MOMENTS OF DISCOVERY

Our customer research shows that visitors turn to Frameweb for creative inspiration, industry knowledge and discovery – engaging not passively, but at the very moments **they’re actively seeking information for their work**. Frameweb offers a space for brands to connect naturally with design professionals, while they are genuinely receptive to new products, ideas and collaborations.



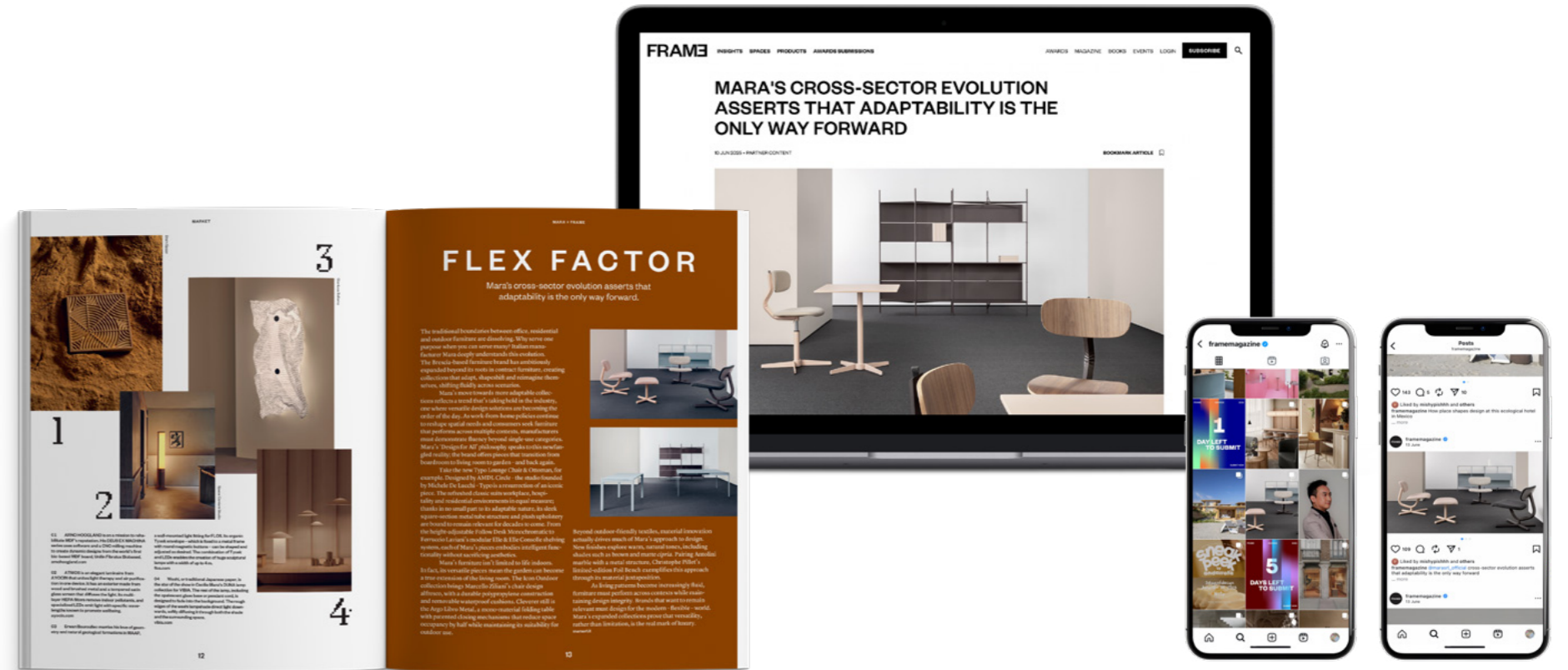
PRODUCTS & PRICES		
ADVERTISING	BANNER Standard Placement: 1 week, 1/3 carrousel	€1,490
	BANNER Premium 1-week placement, exclusive position: 3 carrousel positions	€2,190
BUNDLES	VISIBILITY PACKAGE Frameweb banner, Daily newsletter banner, social media post (organic) placement: 1 week	€4,950

EDITORIAL PACKAGES

LET FRAME BRING YOUR STORY TO LIFE

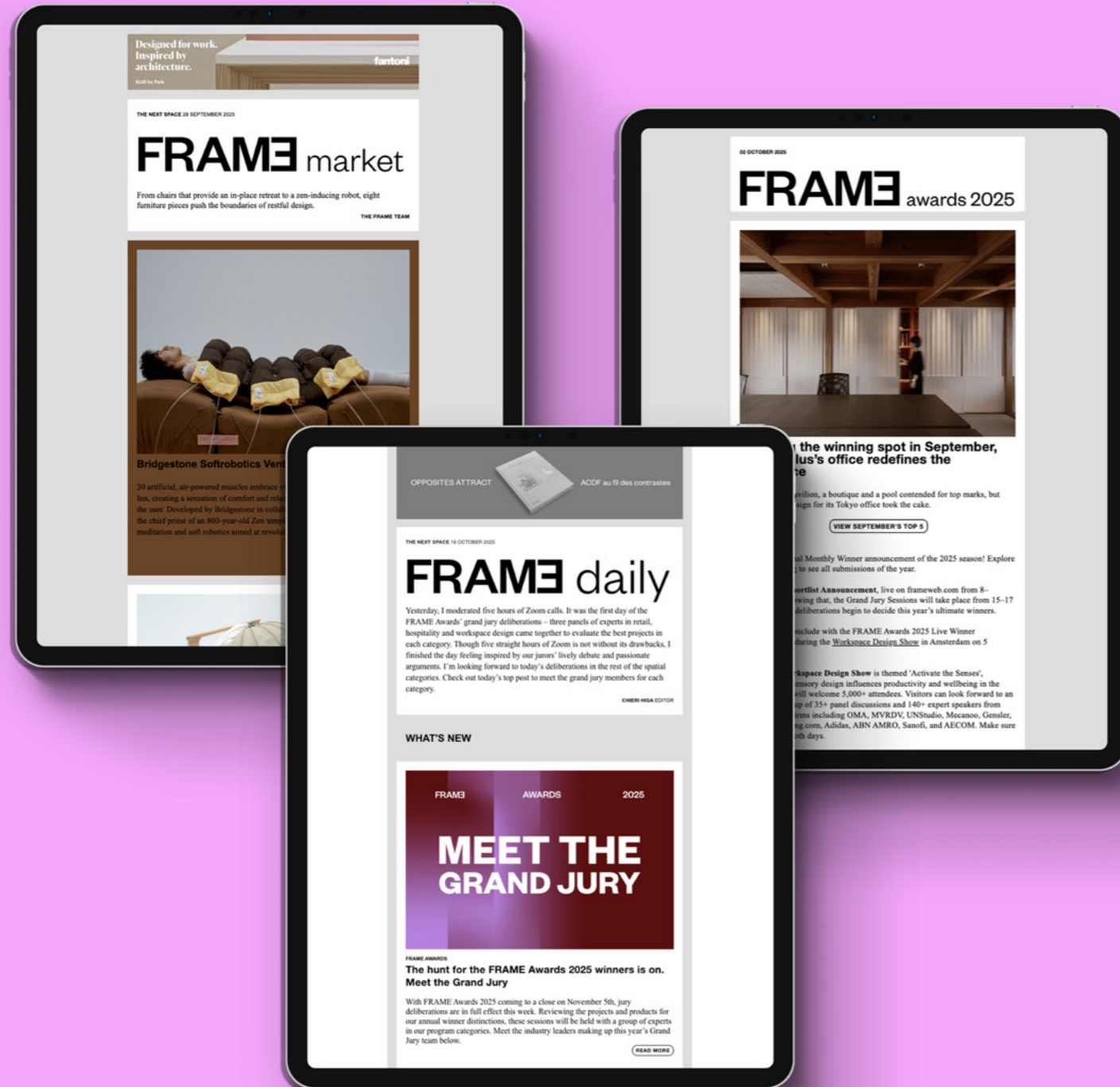
Original, essential, compelling – that’s the standard we set for our professional audience. **Our in-house editorial team** curates and crafts narratives about significant spaces, innovative products and shifts in design, grounded in our own research and a distinct FRAME perspective. We collaborate on branded content, blending your story with our signature style to create rich, exclusive features.

Launching a product? Strengthening your brand narrative? A FRAME editorial **captures the attention of key decision-makers** in the design industry – creating lasting presence on Frameweb, with reach and impact amplified via our newsletter and social channels.



FRAMEWEB EDITORIAL	PRODUCTS & PRICES	
	EDITORIAL ARTICLE PACKAGE Article publication: Frameweb, newsletter, social media	€5,950
	PRODUCT PACKAGE Standard Feature in roundup article publication: Frameweb, newsletter Maximum 2 partners per roundup	€1,490
	PRODUCT PACKAGE Premium Feature in roundup article publication: Frameweb, newsletter, social media Maximum 2 partners per roundup	€2,450
	WHITEPAPER Publication: Frameweb, newsletter, social media Custom solutions available, contact our team	€14,750

NEWSLETTERS



DAILY CONNECTION WITH AN ENGAGED AUDIENCE

Our email newsletters connect directly with a dedicated community of **50,000 design professionals**. FRAME Daily delivers newly published Frameweb articles every weekday, each introduced by our editorial team. Weekends feature two special editions: FRAME Weekly and FRAME Market, the latter spotlighting innovative products.

PRESENCE IN FRAME DAILY: DIRECT TO THE INBOX

Appearing in our newsletters puts your brand directly in our readers' inboxes – with a targeted, personal touch. Your message sits alongside high-quality content our audience looks forward to, supported by **30–40% open rates**.

PRODUCTS & PRICES

ADVERTISING

LEADERBOARD 1-week placement

€2,450

BUNDLES

VISIBILITY PACKAGE Frameweb banner, Daily newsletter banner, social media post (organic) | placement: 1 week

€4,950

SOCIAL MEDIA

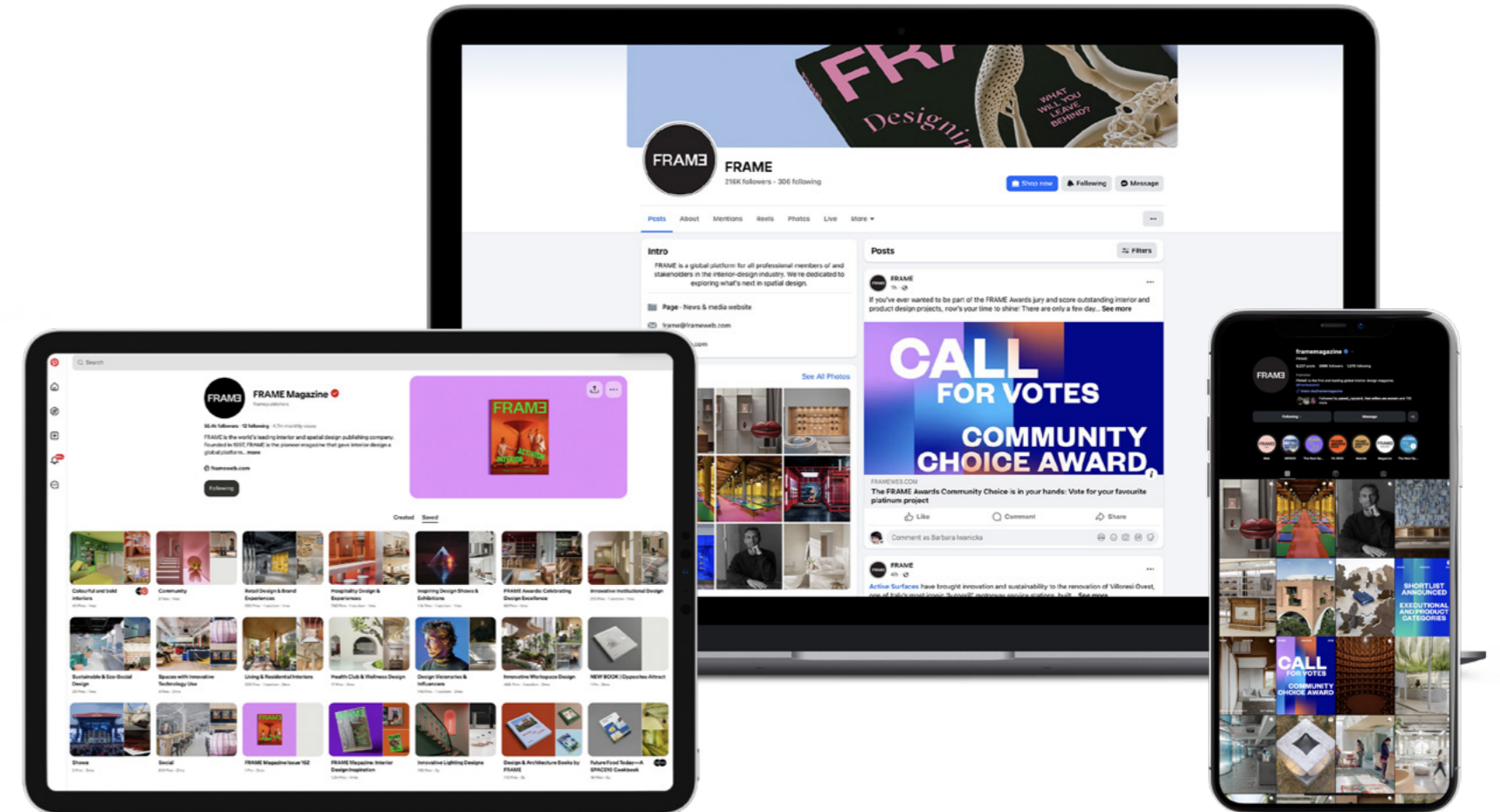
VIBRANT CHANNELS, DIVERSE COMMUNITIES

FRAME's social channels – Instagram, Facebook, Pinterest and LinkedIn – engage a diverse community worldwide. Through daily posts featuring curated spaces, videos and Frameweb articles, our platforms spark inspiration and conversation across the global design scene.

PRESENCE ON FRAME SOCIALS: TIMELY CONNECTIONS

Our social platforms connect your brand with design audiences in the moment. Campaigns can go live instantly and **target specific audiences with precision**. Your brand stays front-of-mind – becoming part of FRAME's curated sphere of creativity and influence.

Our Online Editorial Article-, Exhibitor Spotlight- and Online Promotion Packages include dedicated posts across all social channels.



PRODUCTS & PRICES

ADVERTISING	POST FRAME COMMUNITY placement (4x): IG, FB, Li, Pi	€1,950
	TARGETED POST Meta including campaign budget	€2,350
	IG STORIES price per slide	€699
BUNDLES	VISIBILITY PACKAGE Frameweb banner, Daily newsletter banner, social media post (organic) placement: 1 week	€4,950

FAIRS & EVENTS

Fairs and events are crucial in our dynamic industry: to experience products, share knowledge and build connections. We offer tailored services to elevate your event, attract the right audience and engage design professionals.

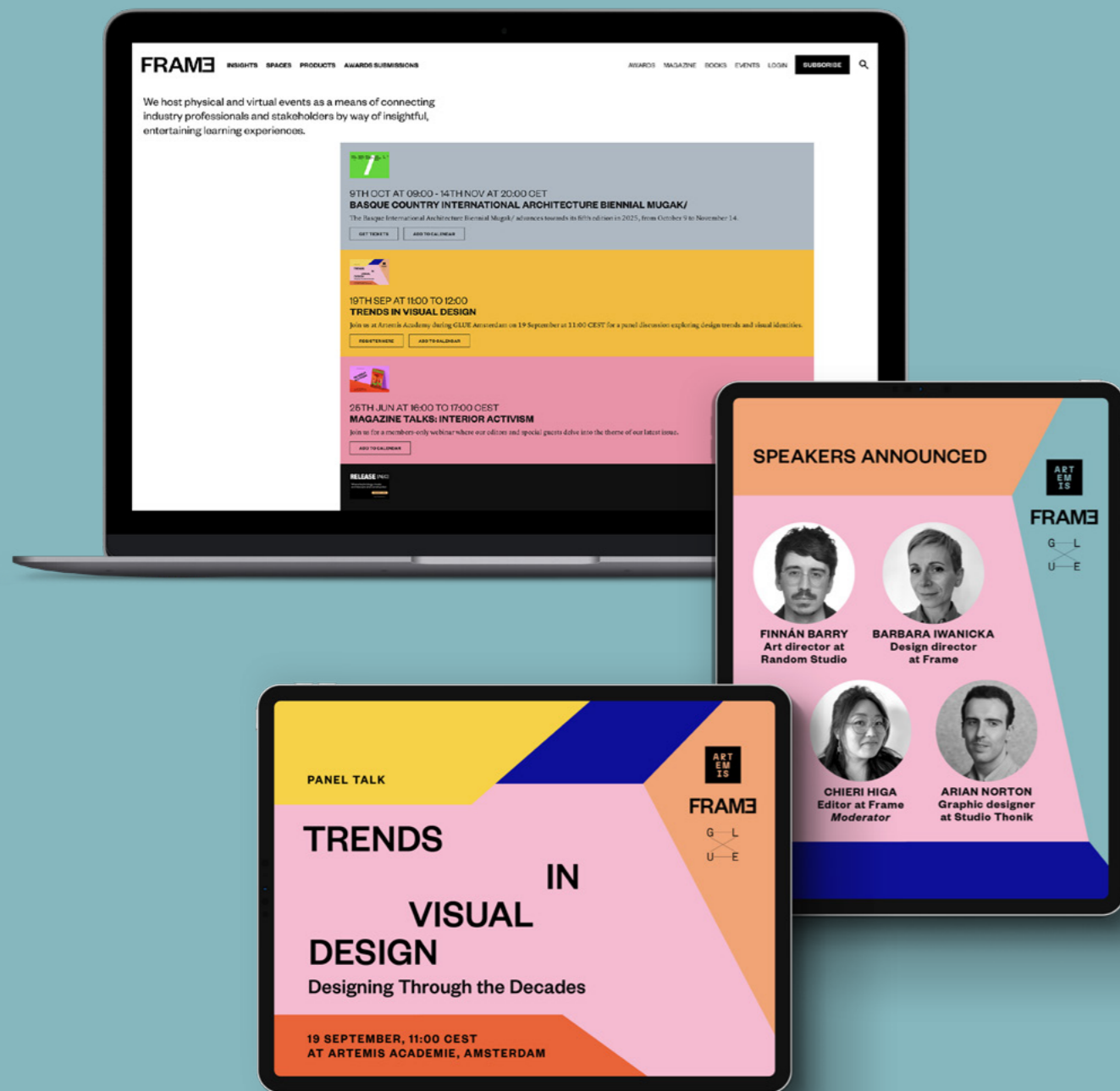
PANELS & TALKS: ELEVATE YOUR EVENT

We offer three standard options to work with us:

- **Panel Moderation**
Your talk or panel, led by a FRAME editor.
- **FRAME Panel**
FRAME takes care of programming (theme, scripting, speaker selection) and moderation.
- **FRAME Panel & Promotion**
Programming, moderation, and promotion of your event.
Includes the Visibility Package with a 20% discount.

Additional options available: Extended placements, targeted social media campaigns, personal invitations to local communities, complimentary FRAME Magazines for your guests, and more. Ask our team about the possibilities.





EXHIBITOR SPOTLIGHT: Make the most of your fair presence

Invite the FRAME team to your booth or showroom and build a consistent brand narrative across channels and at every key moment. We will showcase your new product(s), highlight its unique story, and share the excitement with both fair visitors and the global design community through FRAME’s online channels – website, newsletter, and social media. Coverage takes place before, during, and after the fair.

Request our brochure *Exhibitor Spotlight* for more information.

PRODUCTS & PRICES	
PANEL MODERATION	€1,650
FRAME PANEL	€4,490
FRAME PANEL & PROMOTION	€8,490
EXHIBITOR SPOTLIGHT PACKAGE	€4,750
Prices exclude FRAME editors' travel and related costs	

FRAME AWARDS

BE PART OF A GLOBAL DESIGN CONVERSATION

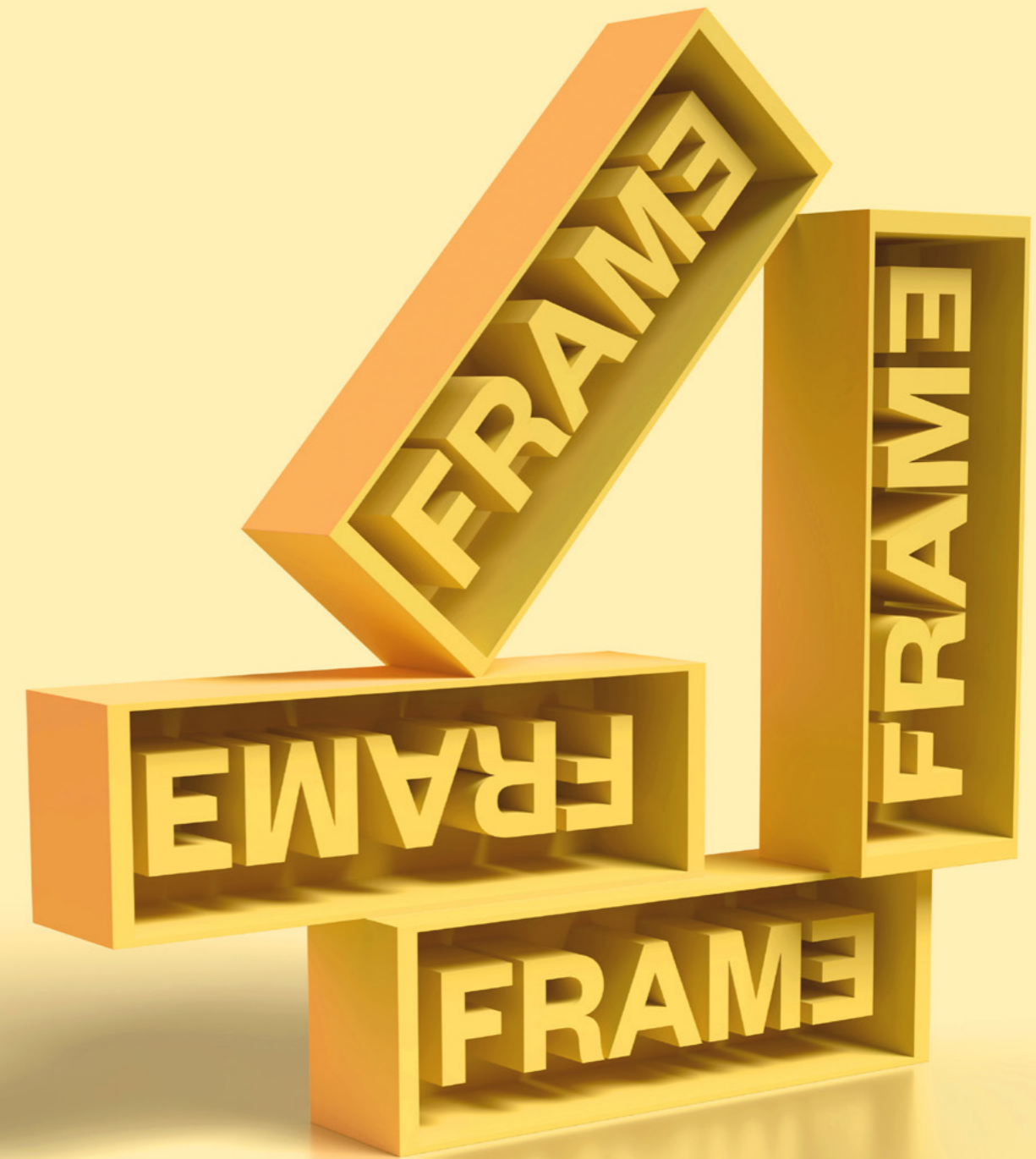
The FRAME Awards is an annual celebration of innovative design with a positive impact. More than a contest, our democratic approach fosters an industry-wide conversation about what makes a good design. By partnering with the FRAME Awards your brand joins this celebration and year-round dialogue, gaining global visibility and engaging a diverse professional community, from designers to commissioners, from emerging studios to established names.

[Interested? Ask for the FRAME Awards mediakit 2026.](#)

PRODUCTS & PRICES

PREMIUM PARTNER	€19,900
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CATEGORY PARTNER	€9,900
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BESPOKE COLLABORATIONS

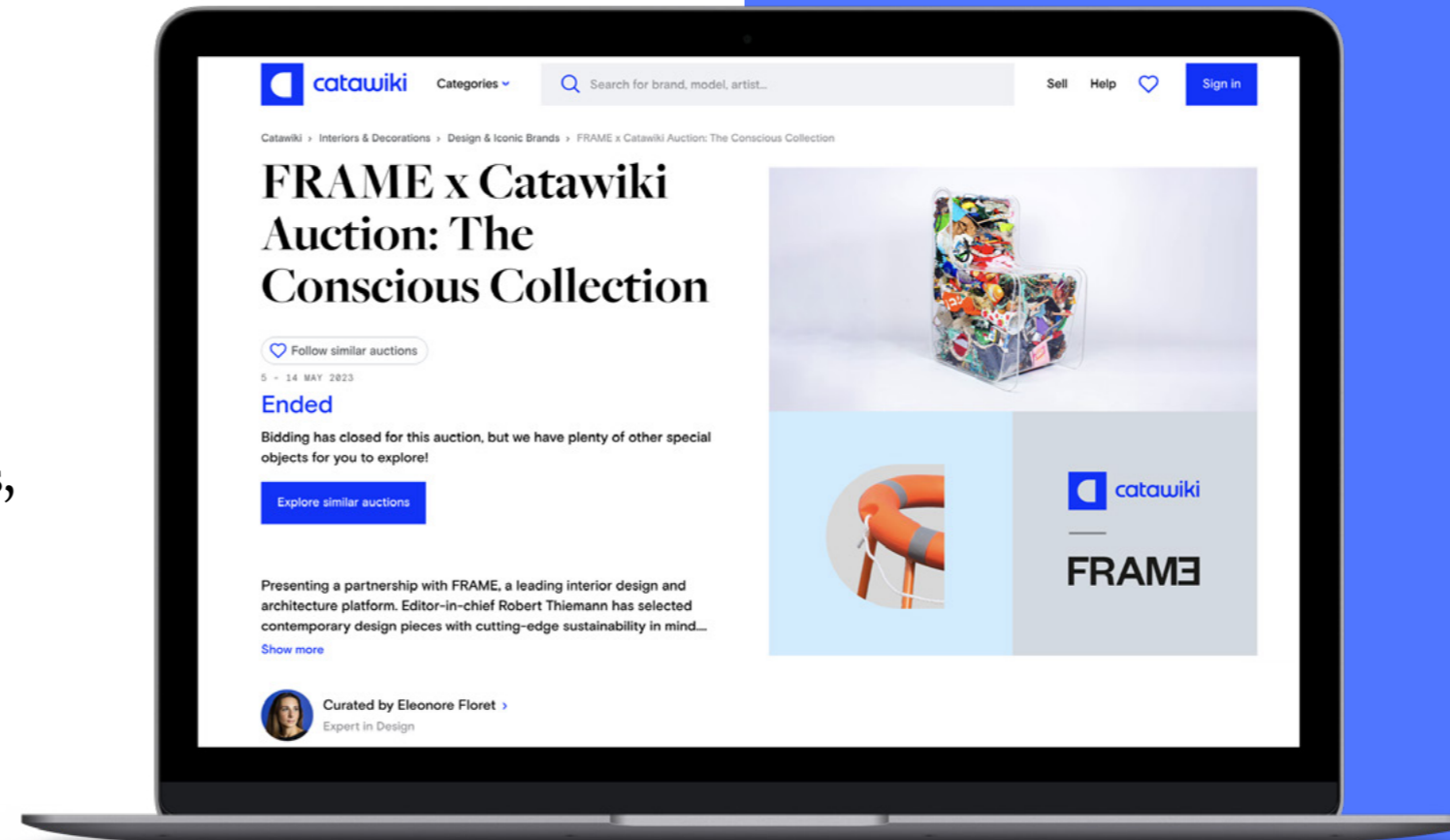
TURN CREATIVITY INTO IMPACT

We offer a wide range of bespoke creative services, utilizing FRAME's curation and journalistic skills, design expertise, and industry network. We are ready to address your specific needs with customized solutions, including:

- Print publications: magazines, monographs
- Thematic or brand-focussed editorial series
- Co-creation of video productions
- Tailored contests and exhibitions
- Curated product portfolios
- Designer panels

Collaborating creatively with FRAME can inspire and provide insights for your organization, targeted audiences, or FRAME's global community of interior designers. We look forward to creating unique projects that spark conversations and leave a lasting impact.

Frame's keen eye into upcoming styles helped us organize auctions that match our audience's desire. Our two last collaborative auctions attracted a discerning and enthusiastic new audience to Catawiki.



ELÉONORE FLORET
Contemporary design expert
at Catawiki online auction house

PRINT: FRAME MAGAZINE			ONLINE: FRAMEWEB		
ADVERTISING	FIRST SPREAD OR BACK COVER	€11,750	ADVERTISING	BANNER Standard	€1,490
	PREMIUM Single page first third	€7,950		BANNER Premium	€2,190
	STANDARD Single page run magazine	€6,950	EDITORIAL	EDITORIAL ARTICLE PACKAGE	€5,950
	PRINT BUNDLE 5 for price of 3			PRODUCT PACKAGE Standard	€1,490
		PRODUCT PACKAGE Premium		€2,450	
EDITORIAL	FEATURE IN MARKET SECTION	€2,450	WHITEPAPER Standard	€14,750	
	<i>25% discount if combined with Online Product Package</i>				
	EDITORIAL ARTICLE Single page	€7,950			
	EDITORIAL ARTICLE Double page	€9,950			
BUNDLE			NEWSLETTER & SOCIALS		
	PRINT + ONLINE EDITORIAL PACKAGE	€10,450	NEWSLETTER	LEADERBOARD	€2,450
BESPOKE					
EVENTS	PANEL MODERATION	€1,650	SOCIAL MEDIA	POST FRAME COMMUNITY	€1,950
	FRAME PANEL	€4,490		TARGETED POST	€2,350
	FRAME PANEL & PROMOTION	€8,490		Including campaign budget	
	EXHIBITOR SPOTLIGHT PACKAGE	€4,750		IG STORIES	€699
	<i>Prices exclude FRAME editors' travel and related costs</i>				
FRAME AWARDS	PREMIUM PARTNER	€19,900	BUNDLES	VISIBILITY PACKAGE	€4,950
	CATEGORY PARTNER	€9,900			

CONTACT US

We help brands stand out in the global design conversation – connecting with the professionals who shape the spaces where we live, work and belong.

Contact us to explore collaboration opportunities, subscribe to our partner newsletter to stay informed.

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