



# About Us

## THE NEW MODEL.

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How do you connect with designers in a society of saturation? Be relevant.

Designer Pages has one mission: to help manufacturers market online like they never thought possible. Through mastery of digital media, social media and online dialogue, we connect manufacturers with designers innovatively and efficiently. The result is relevance.

For designers, out-of-date product catalogs, irrelevant Google results, and countless manufacturer websites are inefficient means of finding products. But a comprehensive, real-time web solution makes the designer's life easier and gives manufacturers a better shot at placing their products in the eyes of decision-makers.

At Designer Pages we help the industry innovate, and we help architects and designers work. Now we can help you.

### A FAMILY OF WEBSITES

 **Designer Pages**

**3rings**



**PRODUCT WARS**

**Showrooms**

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### NETWORK METRICS

**3x Higher Clickthrough Rate**  
Than industry average

**Over 60% Discount**  
Over most competitors' CPC rates

**690,313**  
Monthly Ad Impressions

**6,174**  
Monthly Ad Clicks

**12,760**  
A+D Followers on Twitter

**17,604**  
A+D Pros in our Facebook group

# Opportunity Online

THE DESIGNER PAGES ECOSYSTEM.

Designer Pages is more than just a product search site. It's a comprehensive set of media channels to help architects and designers get work done.

We help manufacturers connect with designers both virtually and physically, building relationships and business. Whether your goal is to promote your brand, a new product, or an event, launch a promotion or get quality leads – we can help you develop and implement a successful strategy.



## DesignerPages.com Premium Listings

Put your products in front of designers when they're searching for the types of products you offer. Generate leads by reaching the right audience at the right time.

## Designer Pages Newsletters

Placement in targeted weekly newsletters that land in the inboxes of designers who've explicitly requested exposure to products like yours.

## 3rings Blog

Online visibility and brand awareness through a web publication focused on products in architecture and design.

## Vertical Ad Network

Brand awareness and visibility across the board, achieved through placement in multiple editorial outlets.

# DesignerPages.com Premium Listings

GET YOUR PRODUCTS SEEN WHEN THEY'RE IN NEED.

Nearly 50,000 design professionals use DesignerPages.com each month to find and specify products. But with 150,000 products listed on Designer Pages, it's becoming increasingly difficult for your products to be seen.

**What can you do about it?** Premium Listings ensure that your products appear at the top of results anytime products similar to yours are searched for. **What does this mean?** Whenever a designer is looking for the type of products you offer, they see you – not your competitor.

## STATS

- 48,544 Registered Users
- 92,108 Monthly Visits
- 259,361 Monthly Pageviews
- 4.5% Average Clickthrough Rate

## PRICING

CPC (cost per click) varies depending on category. Minimum investment is \$1000 per month. Got a different category? Send it to us!

Sample Categories	Rate (CPC)
Lounge Furniture	\$4.64
Lighting	\$3.83
Outdoor Furniture	\$5.43
Tiles	\$5.42
Flooring	\$6.46
Task Chairs	\$7.70

## USER DEMOGRAPHICS

- 36% Architects
- 55% Interior Designers
- 90% US-Based
- Over 50 Countries represented

# 1 IN 10 CLICKS

on DesignerPages.com search results pages goes to a premium listing

The screenshot shows the DesignerPages.com interface for a search of 'fans'. The top navigation bar includes 'Designer Pages', 'Dashboard', and 'Products'. The search results are titled 'Results for fans' and show 732 products, 13 clippings, and 0 people. The results are sorted by 'Relevance'. Two product listings are visible: 'velo hugger' and 'velo'. Each listing includes a product image, a title, a description, and metadata such as category, manufacturer, and tags. A red callout box is overlaid on the right side of the screenshot, stating '1 IN 10 CLICKS on DesignerPages.com search results pages goes to a premium listing'. The 'Designer Pages' logo is also visible in the bottom left corner of the screenshot.

# 3rings: A Product Blog for A+D

SEND DESIGNERS HERE, THERE OR ANYWHERE.

3rings.designerpages.com is the Designer Pages editorial platform dedicated to discovering and sharing the latest and greatest products in architecture and design. vDesigners use this resource to stay up-to-date on the hottest new products through HD video interviews, high quality images, and curated content.

## What does that mean for you?

Through 3rings, we can send designers directly to your site, or any site. It's an easy way to get the constant flow of designer traffic you want, and need. The more you invest, the more traffic you get. But the best part is, we can work with any budget.

## Some games to play:

- Test your creative. Rotate different ads to compare their success over time. Use this knowledge to improve your print placements and future web campaigns.
- Geo-target and time it right. Sometimes timing and location are key. Reach who you want, when you want them.
- Change the message. Promote a product. Promote your brand. Promote an event. Send them where it makes sense.

## Know what works – and what doesn't.

We're sure you're in at least a couple print publications. How do you gauge the success of any campaigns? How do you measure the return on your investment? How do you improve these numbers? These are some of the hardest questions to answer. But we can help.



**91% OF DESIGNERS**  
use the internet to research or source products for their projects.

## STATS

- 66,921 Monthly Visits
- 164,026 Monthly Pageviews
- Clickthrough Rate as high as 1.44%

## PRICING

CPM (cost per 1000 ad impressions) varies depending on placement.

Placement	Rate
Header	\$20 CPM
Siderail	\$18 CPM
Featured Articles	\$40 CPM

## CLIENTS ON 3RINGS

- Humanscale
- Duravit
- Davis
- Big Ass Fans
- Hansgrohe
- Mannington
- KI

# Designer Pages Newsletters

SEND YOUR PRODUCTS DIRECTLY TO SITE-REGISTERED DESIGNERS.

Why wait for designers to come to you? Over 60,000 architects and designers subscribe to our series of weekly Product Trends Newsletters. These professionals are seeking information on new products (and product trends) in categories relevant to the types of projects they're working on.

The content is highly targeted, and so is your placement.

## So where do you fit in?

- Green Trends
- Lighting Trends
- Kitchen + Bath Trends
- Surface Trends
- Contract Trends

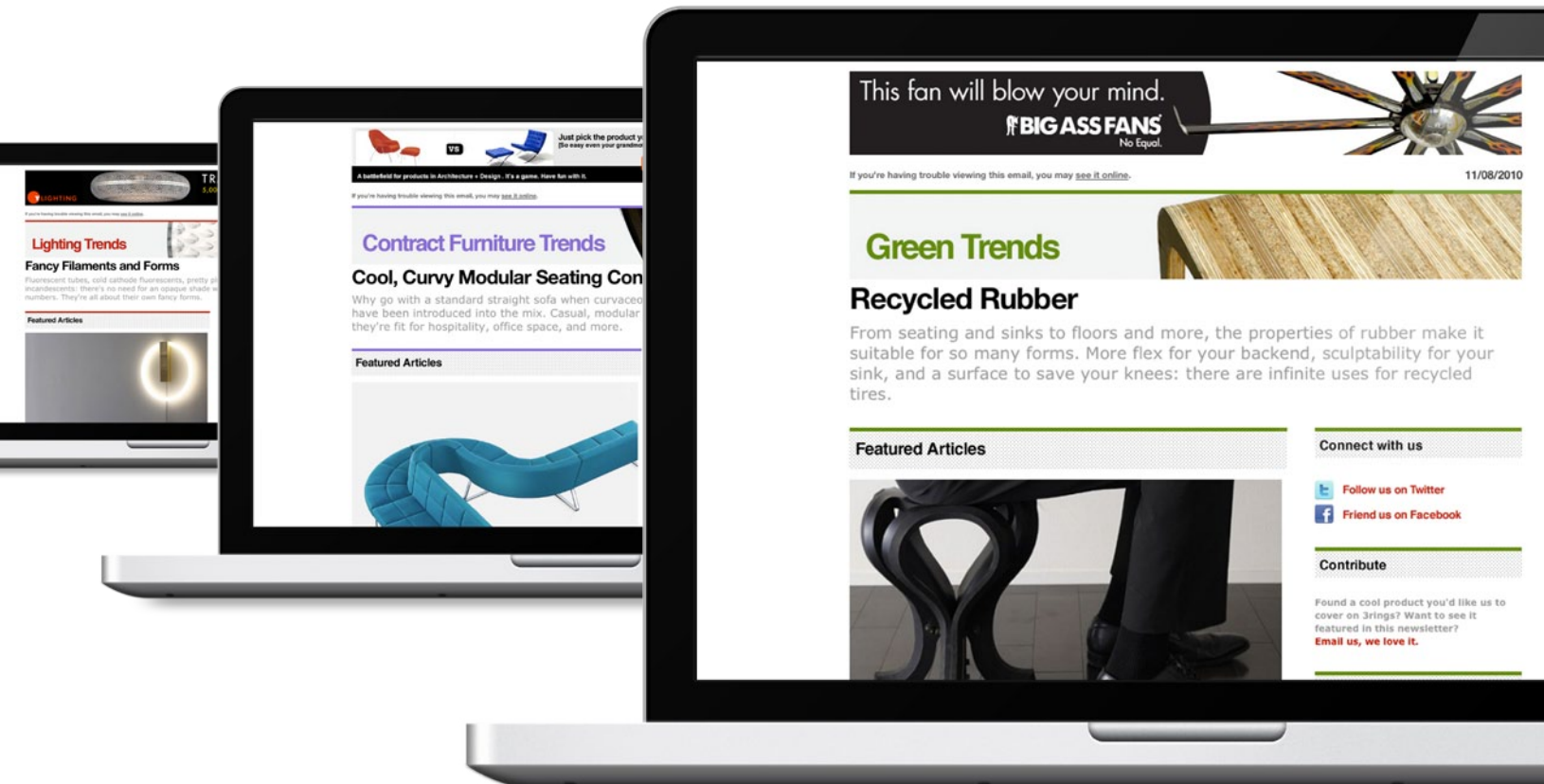
## STATS

- **60,000** Subscribers
- **18.2%** Average Open Rate
- Clickthrough Rate as high as **1.35%**

## PRICING

Cost per month in weekly newsletter, varies depending on placement.

Placement	Rate
Header	\$1,600
Siderail	\$800
All 3 Siderails	\$2,000



# Vertical Ad Network

GET EXPOSURE ON DESIGN PUBLICATIONS ACROSS THE WEB, WITHOUT ALL THE WORK.

If you're looking to expand brand awareness with progressive designers in the community, our Vertical Ad Network will do just that.

Through the Vertical Ad Network, Designer Pages manages your placements across the web, re-allocating funds to maximize the return on your investment. By developing a presence on some of the most widely read and respected design-focussed web publications online, your brand will reach an important and influential audience.

Above and beyond branding, this will increase visibility for your products on Designer Pages. We report on this activity to help convert clicks to leads.

A fully managed web portfolio requires a lot of time and specialized expertise. Let us do it for you.

## STATS

- .25% avg. click-thru rate

## PRICING

\$800 min. monthly commitment per placement, CPC varies based on publication. 15% management fee applied.



## SELECTED PARTICIPANTS

**CONTEMPORIST**

**otto**  
architecture + design

**NOTCOT.**

**A Archinect**

# Place an Order



21 Penn Plaza  
360 W 31st St  
Suite 1000  
NY NY 10001

T 212 683 4696  
F 212 683 4695

designerpages.com

## ORDER DETAILS

Company .....

Contact person .....

Desired start date .....

Budget .....

Type of Banner (Header, Siderail) .....

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Note .....

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## PLACEMENT

We hereby commission Designer Pages to activate the advertisements outlined above.

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Place, Date

Company

Signature

# Contact Us

By now you're probably an expert. But in case you have any remaining questions, we're here to help. Contact [premium@designerpages.com](mailto:premium@designerpages.com). We look forward to hearing from you.

21 Penn Plaza / Suite 1000

360 West 31 Street / NYC 10001

T 212 683 4696

F 212 683 4695

Note: Stats Current as of March 15, 2011