



Media Pack 2017

Images: *Top row* from left: Isak; Sanderson; Play Associates; The Joy of Plants *Bottom row*, from left: Dac Rugs; Ivan Lainville; Rosie Loves Vintage; Weaver Green



About us

deco is the independent eco design-led online magazine for people who love their homes but also care about the environment. At **deco** we give readers newsworthy, insightful and entertaining information on chic and environmentally-friendly interiors and design to help them live a more sustainable lifestyle at home.

Mission

deco speaks to our readers' values. We focus on how they can do their bit for the environment by choosing eco-friendly products and materials for their homes. We invite readers to explore and celebrate their own decorating styles and provide inspiration to help them achieve a home that works with their desire for a greener lifestyle.

Audience

deco launched in late 2012 and our readership is around 45,000+ unique visitors, with 76,000 page views and some 3,500,000 impressions per quarter. And our figures grow organically at around 12% quarter-on-quarter.

Our readers are 65% women, aged between 26-51, they're educated, in full time employment, with an average HHI GBP 60-85,000.

Our following is growing with over 2,680 Twitter and 2,610 Facebook followers.

(Source: Google Analytics/ SurveyMonkey & Facebook)

Advertising & Marketing

We market **deco** via direct marketing and through established interior distribution and media channels and strategic partnerships. We continue to build our subscription base via sample distribution, organisation sales and direct mail to targeted lists of customers.

Follow us on



Display/Banners

Display Formats

Leader Board 728 x 90

Super MPU 250 x 600

MPU 250 x 250



Leader Board
728 x 90

Super MPU
250 x 600

MPU
250 x 250

Listings

Event Listings

Directory Listings

Full Page Special Offer Advert

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Deco directory



Art



Bathroom



Bedroom



Child's room



Conservatory



Decorative accessories



Dining room



Energy efficiency



Fabrics



Flooring

Deco directory

Search

Bedroom



Modish Living
 The Basement, 9 Selborne Road, Hove,
 BN3 3AJ
 phone: 01273 499057
 email: info@decomag.co.uk
www.modishliving.co.uk

Modish Living is a family-run business that offers timeless and stylish British-made furniture for bedrooms that is robust, environmentally-friendly and made to the dimensions you need.

Directory Listings

Fine art: Royal Institute of Oil Painters' exhibition

The institute's annual show takes place at Mall Galleries in central London, with plenty of contemporary offerings on show. So come along and be inspired.



The Royal Institute of Oil Painters' annual exhibition runs from 2-12 December at Mall Galleries in 'The Mall' in central London. The show is a great opportunity to see contemporary and traditional art. It also includes a 'Painted Stone' by The Royal Family by Tony Williams.

*Tickets and RCIOP Club members are offered free entry.

Event Listings

Deco promotional offer

Go Square offers Deco readers an exclusive 20 per cent discount on its fabulous limited edition designer cushions



New cushions are the easiest way to refresh your rooms

Rejuvenate your interiors with truly stunning cushions from Go Square, London's newest designer brand.

Cushions cost £49 but with your 20 per cent discount until 30 November you can buy them for just £39.20 each.

Full Page Special Offer Advert

Content Marketing/ Native Advertising

Company Features

Designed to offer **deco** readers a real insight into your company's story and values, because readers tell us they want to know more about who they're buying from. For example, they don't want to buy rugs from companies that use child labour or don't engage in fair trade; and they don't want to buy from companies that have poor environmental management.

These important features are written by our **editor** or **deputy editor** who do an in-depth interview with you and write a lively 1,000-word article to engage readers. We also include up to 20 images of your products and a click-through link to your site. You can use the story for own PR and marketing; for example you can include it in your newsletter and publish it on your website.

Blinds UK talks window treatments

Roman blinds are fast becoming the nation's favourite window treatment, but there are other options too, depending on your needs and budget



Windows need covering for practical and decorative purposes. Pictured above: curtains can be too voluminous for smaller rooms, says **Blinds UK**, but if you've got a sitting room with large windows, the combination of **Roman blinds** and **curtains** is stunning - and diminishes heat loss through the glass. And see how **stripes** and **florals** work surprisingly well together.

There's nothing like moving into a property with no blinds or curtains to make you realise how **vital window treatments** are as you struggle to pin up sheets or towels to offer some privacy when it starts to get dark.

Content Marketing/ Native Advertising

Product in Focus

Got a product you want to tell people about? Then choose our Product in Focus option. We do a phone interview with you about the product and write up the story in our usual editorial style. These lively 400-word articles include up to 5 images, a click-through link to your website, and you can use them for your own marketing purposes.

Featured Links

Get readers to click straight through to your website from our content via a hyperlink. Readers tell us they're far more likely to visit a site if they can click-through as they're reading.

Quarterly Newsletter (Editorial/Customised)

Our newsletters are three pages and designed to look like a mini magazine, with short articles with links to our content. We can also give you a link to your website from the newsletter.

Product focus: it's black and white with Soho range from Tubes Radiatori

If you're looking for a radiator that is fully recyclable, fast to heat up, uses little water and has designer looks, then consider the Soho collection from Italian manufacturer Tubes.

By Noah Dupal



Product Focus



Plants are lovely but they look so much better in a gorgeous container...and plant pots don't come more colourful and eye catching than these new designs from [Hum Partnership](#).

Note: Click on the images in the article to see larger versions and product information.

Gardens, balconies, terraces and patios can look drab in the winter months, so why not cheer up your outside (and indeed inside...) space with a vibrant plant pot or two from [new brand Hum Partnership](#). The pots are made in the UK from [recyclable plastic](#) and company co-founder [Tim Kelly](#) says he and the team are working to develop a range made from post-consumer recycled plastic.

Hum pots are 22cm high and they won't fade, crack or disintegrate whatever the weather throws at them. Surely a snip at £13.

If your home is cluttered, check out the [natural willow storage](#) from [Anthea Turner's NEAT](#) collection for

Featured Links

Focus on: Teixidors

Wool is a sustainable material, but its production is not always ethical. Teixidors is a soft furnishings brand that says sustainability and ethically go hand in hand, and it's striving to use animal fibres from producers that guarantee high animal welfare standards.

By Coco Pines



The collage features several elements: a fireplace with a fire, the 'deco' logo with the tagline 'A reader's magazine', a 'The Sublime Dill Challenge' logo, and several columns of text with various headlines and images related to home decor and lifestyle.

Quarterly Newsletter

Forward Calendar 2017

*Features may be subject to change

| THEMES | FEATURES | HOW TO | SALES END DATES | |
|------------|--|--|---|------------|
| JAN | <ul style="list-style-type: none"> New Year Resolution to be more eco friendly | <ul style="list-style-type: none"> food waste Keeping warm: wood burning stoves, bioethanol fires; Top 20 wool/sustainable fibre rugs Reclaimed wood; Valentine gifts Wood/Rubber/Vinyl/Linoleum Latest sustainable materials | Create more space | 30/12/2017 |
| FEB | <ul style="list-style-type: none"> Flooring Worktops | <ul style="list-style-type: none"> Reclaiming and reusing furniture and materials <ul style="list-style-type: none"> Products; affordable art | How to use lighting effectively | 30/01/2017 |
| MAR | <ul style="list-style-type: none"> Upcycling Spring cleaning and decorating Textile art | <ul style="list-style-type: none"> Reclaiming and reusing furniture and materials <ul style="list-style-type: none"> Products; affordable art | How to decorate your walls | 28/02/2017 |
| APR | <ul style="list-style-type: none"> Eco lofts Garden furniture Water saving bathrooms | <ul style="list-style-type: none"> Products; loft case studies Eco friendly wedding gifts; Eco-friendly garden furniture Using strong paint colours Designing a good kitchen, large and small | How to design an eco garden | 30/03/2017 |
| MAY | <ul style="list-style-type: none"> Eco surface materials Kitchens | <ul style="list-style-type: none"> Furniture; Green weddings/gifts Window treatments Fill your home with plants Organic cotton/Linen/Wool/Hemp | How to recondition your furniture/upcycle | 30/04/2017 |
| JUN | <ul style="list-style-type: none"> Conservatory Healthy home | <ul style="list-style-type: none"> Furniture; Green weddings/gifts Window treatments Fill your home with plants Organic cotton/Linen/Wool/Hemp | How to design save energy | 30/05/2017 |
| JUL | <ul style="list-style-type: none"> Fabrics shoot | <ul style="list-style-type: none"> Furniture; Green weddings/gifts Window treatments Fill your home with plants Organic cotton/Linen/Wool/Hemp | How to use fabric remnants | 30/06/2017 |
| AUG | <ul style="list-style-type: none"> Beds and mattresses Insulation | <ul style="list-style-type: none"> Frames/Mattresses/Linen | How to keep your home free of allergens | 30/07/2017 |
| SEP | <ul style="list-style-type: none"> Living the Indian summer 'Good' Plastics | <ul style="list-style-type: none"> BBQ/Tableware linen/Parties; September shopping round-up Decorative accessories | How small changes can transform a room | 30/08/2017 |
| OCT | <ul style="list-style-type: none"> Lighting technologies | <ul style="list-style-type: none"> Shopping round up; Windows Treatments; Christmas gift guides/decorations | How to stay warm this winter | 30/09/2017 |
| NOV | <ul style="list-style-type: none"> Eco innovations To go organic? | <ul style="list-style-type: none"> Shopping round up; Windows Treatments; Christmas gift guides/decorations | How to make your own decorations | 30/10/2017 |
| DEC | <ul style="list-style-type: none"> Entertaining | <ul style="list-style-type: none"> Flexible furniture Eco cookware | How to recycle effectively | 30/11/2017 |



Rate Card

PCM

| | |
|-----------------------|------|
| Leaderboard | £99 |
| Super MPU | £140 |
| MPU | £115 |
| Event Listing | £30 |
| Product in Focus* | £119 |
| Directory Listing* | £59 |
| Special Offers | £65 |
| Company Feature** | £389 |
| Featured link | £18 |
| Newsletter Editorial | £139 |
| Newsletter Customised | £349 |

* Listing live for 12 months

** Listing live for 24 months

**For more information please email
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or call 07887 680200**