

form

**PIONEERING
DESIGN**



IMAGE: DOUGLAS HILL

FORM: pioneering design celebrates Southern California’s contribution to architecture, design, and the visual arts. As a forum to address issues of aesthetics and function, place and place-making, FORM serves as both conduit and catalyst for design inspiration. FORM is primarily—though not exclusively—B2B, interfacing with an audience of creative professionals from architecture, interior and landscape design, product and material manufacture, and multiple disciplines within the fine arts. FORM capitalizes on its locus among the talent and vitality of work that thrive in greater Los Angeles, while also expanding its scope of inquiry to the global design community writ large.

:editorial calendar AS OF MAY 2019

Issue	January/February	March/April	May/June	July/August	Fall/Winter
Theme:	New Beginnings	Technology	Healthcare	Nature	Urbanism L.A.
Content:	100 Years of Los Angeles buildings	How smart is too smart? The challenge of high tech	Hospitals and medical complexes	“Shake me up” Earthquake protection and seismic retrofitting	“Future built”: What lies ahead
Online Content:	What is art?	Hospitality & entertainment	The revolution of healthcare	Retrofitting; landscaping for nature’s changing profile	All roads lead to Los Angeles; what connects us
Portraiture:					
Spaces + Places:					
Objets	Doors	High Tech	Surfaces	Outdoor Furniture	Lighting
Special Content:	AIA/LA Design Award Winners	AIA/LA Architecture Photographic Awards	AIA/LA Residential Architecture Awards	AIA/LA 2x8 Exhibit and Competition	AIA/LA Restaurant Design Awards
Special Distribution:	L.A. Art Show	Dwell on Design; AIA/LA 2°C Symposium	LA Design Festival; AIA/LA Design for Dignity		AIA/LA Powerful Conference
Edit Close:	October 15	December 15	February 15	April 15	July 15
Ad Space Close:	November 15	January 15	March 15	May 15	August 1
Ad Art Due:	November 30	January 31	April 1	May 31	August 15

inquiries

Publisher: **Jerri Levi**
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:advertising rates and specifications | print AS OF MAY 2019

2019 ADVERTISING RATES

	1 Time	3 Times	6 Times
Spread	5,130	4,850	4,275
Full Page	2,750	2,595	2,275
2/3 Page	2,335	2,215	1,865
1/2 Page	1,750	1,660	1,575
1/3 Page	1,200	1,150	950
1/4 Page	750	600	450
Resource (1/8 Page)	400	300	300

Premium Positions

Inside Front Cover + Page 1	6,850	-	-
Back Cover	4,850	-	-
Inside Back Cover	3,435	-	-

SPECS PRINT ADVERTISING



SPREAD BLEED

Bleed Size: 17.25 x 11
Trim Size: 17 x 10.75



FULL PAGE BLEED

Bleed Size: 8.75 x 11
Trim Size: 8.5 x 10.75

2/3 NON-BLEED JUNIOR

Size: 4.75 x 9.5



HALF-PAGE NON-BLEED HORIZONTAL

Size: 7.125 x 5.375

HALF-PAGE NON-BLEED VERTICAL

Size: 3.375 x 9.5



1/3 PAGE NON-BLEED VERTICAL

Size: 2.25 x 9.5

1/4 PAGE NON-BLEED

Size: 3.5 x 4.5

1/3 PAGE NON-BLEED HORIZONTAL

Size: 7.125 x 3.25

1/8 PAGE NON-BLEED RESSOURCES

Size: 3.5 x 2

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All measurements are width by height. Spreads and full page ads should include .125" bleed on all sides. All other sizes should NOT include bleed. Live matter should be kept at least .25 from all trimmed edges and .5" from gutter. All ads should be provided in print ready PDF format (PDF/X-1a:2001), include the advertiser's name in the file name, and be submitted to ads@formmag.net.

:advertising rates and specifications | digital AS OF MAY 2019



2019 ADVERTISING RATES

FORMMAG.net WEBSITE banners

Flash ADS & IN-Banner Video

Large Leaderboard 970 x 90	\$1,500
Medium Rectangle 300 x 250	\$1,000
Half Page 300 x 600	\$750
Responsive Leaderboard (Interstitial) 728 x 90	\$750
Sliding Billboard 970 x 90 PUSHDOWN 970 x 415	\$2,500
Floating Ad Pop-up 650 x 500	\$2,500

All prices are based on a one month campaign as Run Of Site (ROS). Large Leaderboard, Response Leaderboards, Medium Rectangle, and Half-Page will run at a 25%-35% Share Of Voice (SOV)

E-NEWSLETTER ADS

Top Leaderboard banner 600 x 70	\$1,000
Bottom Rail 600 x 70	\$750
PROMO Edit 215 x 70	\$750
Dedicated E-Newsletter	\$3,500

All e-Newsletter prices are based on a per weekly newsletter.

SOCIAL MEDIA POSTS

Custom Campaigns Available
Instagram
Facebook
Twitter
LinkedIn

All digital banner ads should be provided in PNG, GIF or JPG format at 72dpi in resolution. Animated GIF files are accepted.

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All information listed is subject to change.

:circulation ESTIMATED, BASED ON 2016 DATA

FORM serves readers and advertisers in Architecture, Art, Interiors/Furniture, Construction/Supplier, Engineering, Industrial Design, Facilities, Real Estate, Landscape, College/Universities, Government, and other allied industries.

1. CIRCULATION BREAKOUT BY READER

Individual and Association Paid*	19,097	94%
Trade Show Attendees	990	5%
Allocated for Promotion	300	1%
Total Circulation	20,387	100%

2. CIRCULATION BREAKOUT BY REGION

Southwest	95.2%
Northwest	0.5%
Midwest/Central	1.6%
Southeast	0.7%
Northeast	1.5%
International	0.4%
Total	100%

3. CIRCULATION BREAKOUT BY BUSINESS AND INDUSTRY

Of those declared

Architecture	54.1%
College/University	2.6%
Construction/Supplier	2.9%
Corporate/Facilities	1.0%
Engineering	16.7%
Entertainment/Media	0.8%
Government	0.7%
Interiors/Furniture	12.9%
Landscape	0.4%
Library	0.9%
Real Estate	4.9%
Other Allied	2.1%
Total	100%

*Magazine reader surveys show a 3.3 passalong rate per issue for professional readers

4. CIRCULATION BREAKOUT BY POSITION

Of those declared

Owner/Principal	65%
Architect	15.5%
Manager	8.1%
Designer	5.3%
Educator	0.9%
Student	0.5%
Admin Staff	1.3%
Associate	3.4%
Total	100%

5. PAID CIRCULATION DATA

Annual Subscription Price	\$35.00
Promotions/discounts offered	None
Issues Per Year	6
Single Copy Price	\$6.95

The information contained herein is based on membership lists, subscription records, reader surveys, printing bills, delivery receipts and other such materials as necessary to prepare the tables. None of the above has been independently audited.

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