



INTERIORS

UK Media Kit
2023

CONDÉ NAST



The World of Interiors has been bringing together the the most sumptuous houses and architectural projects from all over the world for over 40 years. Often imitated by competitors, it remains firmly acknowledged as the most influential, authoritative and intelligent international design and decoration magazine, for trade insiders in the UK, Europe and the US, as well as discerning homeowners with a passion for design and decoration

2.9M

TOTAL REACH

2.8M

SOCIAL FOLLOWERS

£154K

AVERAGE HHI

81%

ABC1

90%

CONSIDER HOME AN
ASSET TO INVEST IN

£7.1K

AVERAGE SPEND ON
HOME IMPROVEMENTS
IN PAST 6 MONTHS

Sources: PAMCo 1, 2021; Shareablee Oct 22; TGI Oct 22; Google Analytics (monthly average Aug-Oct 22); Condé Nast Luxury Survey 2021

CONDÉ NAST



BRAND HIGHLIGHTS

NEW EDITOR

Hamish Bowles joins from Vogue to be the third editor in the brand's history. Hamish's first issue, April 2022, was an international sell-out success, attracting a record high number of advertisers from the worlds of Fashion and Design.

BRAND REDESIGN

The October 2022 issue saw an exciting redesign led by renowned Art Director Ben Weaver. This issue set the standard for the much-awaited website launch.

WEBSITE LAUNCH

Inviting new and existing audiences into our world, worldofinteriors.com reflects the unconventional, undiluted and sumptuous style that has earned The World of Interiors international acclaim over the past 40 years. The brand now has an unprecedented combined social media following of almost 3 million.



PRODUCTION SCHEDULE

ON SALE DATE	COPY DEADLINE	INSERTS DUE
FEBRUARY 2023		
5 JAN 23	2 DEC 22	9 DEC 22
MARCH 2023		
2 FEB 23	6 JAN 23	13 JAN 23
APRIL 2023		
2 MAR 23	3 FEB 23	10 FEB 23
MAY 2023		
6 APR 23	10 MAR 23	17 MAR 23
JUNE 2023		
11 MAY 23	14 MAR 23	20 APR 23
JULY 2023		
8 JUN 23	12 MAY 23	18 MAY 23
AUGUST 2023		
6 JUL 23	9 JUN 23	16 JUN 23
SEPTEMBER 2023		
3 AUG 23	7 JUL 23	14 JUL 23
OCTOBER 2023		
7 SEP 23	9 AUG 23	16 AUG 23
NOVEMBER 2023		
12 OCT 23	15 SEP 23	22 SEP 23
DECEMBER 2023		
9 NOV 23	13 OCT 23	20 OCT 23
JANUARY 2024		
7 DEC 23	10 NOV 23	17 NOV 23



PRINT AND DIGITAL RATE CARD

PRINT RATE CARD

SIZE/POSITION	RATE (£)
Whole page	17,530
Half page	9,365
Quarter page	4,830
Outside back cover	26,600
Insider back cover	23,640
Insider front cover, 1 page DPS	43,235
Masthead	
Contents	
Antennae	
Front half page	
Front half DPS	

Front-cover gatefolds, internal gatefolds, special advertising sections and advertisement promotions are available subject to quotation. All advertisement rates are stated in pounds sterling and subject to VAT at the rate applicable at the time of invoicing.

INSERTS

Loose inserts (full print run)	140 per '000
Loose inserts (subs copies only)	190 per '000
Bound-in	POA

DIGITAL RATE CARD

SIZE/POSITION		RATE (£)
Billboard	970x250	44-50 CPM
Doublesky	300x600	44-50 CPM
Leaderboard	728x90	16-18 CPM
MPU	300x250	25-29 CPM

WEB RATE CARD

SIZE/POSITION	
Homepage	1,000/week
Interiors	1,500/week
Exteriors	1,500/week
Architecture	1,500/week
Culture	1,500/week
Explore	1,500/week
Native article	from 10,500
Social media packages	from 5,000

EMAIL

Solus email	1,500
Sponsored newsletter	1,000

CONTACT

FREYA HILL freya.hill@condenast.co.uk

CONDÉ NAST