

enki
FOR
MODERN
LIVING
THE HOME OF DESIGN & ARCHITECTURE



A NEW YEAR

NEW WAYS TO
BUILD ON WATER

REDEFINING THE
BARN CONVERSION

CREATING MODERN
CALM INTERIORS

LUXURY ECO LIVING
ARCHITECTURE
INTERIORS
TECHNOLOGY
DESIGN

INTERNATIONAL MEDIA KIT

2025

7 SUCCESSFUL
YEARS AND COUNTING...

DOCK^{ST.}
Creative Productions

enki is unique.

enki is written with integrity.

A celebration of creativity, beauty,
craftsmanship and sustainability



Intelligent

Authoritative

Forward thinking

Quietly luxurious

International





THE READERS*

MALE/FEMALE	50/50
TRADE/CONSUMER	60/40
AVERAGE HOUSEHOLD INCOME	OVER £80K
AVERAGE AGE	51
EDUCATION	UNIVERSITY EDUCATED
SOCIAL PROFILE	ABC1

Architects, design leaders, interior designers, creatives, self builders, early adopters

enki supports mindful as the alternative to throwaway. Readers are encouraged to seek out quality and to actively choose longevity when sourcing for projects, from vast commercial ventures to their own homes.

enki fulfils a desire to be informed and to be part of a world that is both design and environmentally conscious, while in others awakening a new way of living.

enki is widely read by the architecture and design community and is used as a resource for specifying large projects all over the world.

But it's also taken home and enjoyed as a leisure read.

It straddles the work journal and the relaxing read in a unique way.

*targeted profile and
based on store card data

PRINT PRODUCT DETAILS

Pagination	132-164pp
Paper Stock	Specialist uncoated matt
Cover weight	250gsm
Binding	Perfect Bound
Frequency	Bi-monthly

Issue	Artwork date	On sale
SEPT/OCT (kitchens & bathrooms)	July 29th, 24	August 21st, 24
NOV/DEC (Christmas)	September 23rd, 24	December 16th, 24
JAN/FEB	Nov 20th, 24	Dec 11th, 24
MARCH/APRIL	Jan 22nd, 25	Feb 12th, 25
MAY/JUN (homes & gardens)	March 18th, 25	April 9th, 25
SUMMER SPECIAL	May 20th, 25	June 11th, 25

FEATURES INCLUDE Architecture, technology, future proofing design, luxury goods, case studies, news, interviews, opinion, practical advice, commercial inspiration, kitchens, bathrooms, new builds, renovations and extensions, ergonomics in the home, gardens, landscaping, design-led travel, clothing, lifestyle, ecology, sustainability and more...

TRULY INTERNATIONAL

enki is the voice of architecture and design
all around the world including:
coast to coast in the USA, Australia, New Zealand,
Chile, Germany, Sweden, Switzerland, Italy,
Spain, Norway, South Africa and Hong Kong

enki shows how creative design can change
our lives – through altering our relationship
with the everyday things around us



WHSmith

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EST. 1884

OUR RETAIL PARTNERS

“A HIGHLY TARGETED DISTRIBUTION
ACROSS THE WORLD’S PRIMARY
RETAIL OUTLETS ”

eason

TESCO

Sainsbury's

BARNES & NOBLE

WHOLE
FOODS
MARKET

W
Waterstones

FOUNDER AND EDITOR
Charlotte CowardWilliams

Our editor launched her first market-leading magazine over 30 years ago and has since launched or re-launched many major consumer magazines for the world's leading publishing houses.

“It has been such a joy to breathe life into **enki** and create a brand that celebrates sustainability, good design and a slow and considered way of living.

enki is a careful curation of the very best design on offer and wouldn't exist without the contribution of the most talented architects and designers in the world.

We love to be see our pages pinned on the walls of commercial studios – keeping the collaboration of ideas going, acting as a conduit and igniting a new kind of vision for a better future.

We design the magazine so that reading it is a joy, an escape, feeding the creative spirit and encouraging a community.

enki is meant to be kept and enjoyed over and over and we know of many readers who treasure a collection of every single issue.”

enki sits amid the architect and design magazines in the trade sector and between the high end lifestyle, home interest and build magazines in the consumer market.

Storecard data collected from Sainsbury's, Waitrose and Tesco customers in the UK confirms a highly affluent readership.

Most **enki** readers don't buy any other magazines.
(Although there is some overlap with the readers of *Monocle*.)

So, by partnering with *enki* you are reaching a unique and new audience.

Reach across PRINT & DIGITAL

To complement our bi-monthly international print edition we have a website at **enkimagazine.com**, a thriving organically grown Instagram community of over 34k followers and a lively Pinterest page.

Our readers are highly interactive and constantly posting about things they have seen in **enki** magazine.

Take a look @enkimaguk and hit the coverage button for hundreds of testimonials

SOCIAL STATS

Pinterest

489,000 monthly views

Story Pin - can gain up to 1 million organic impressions
(with 3k re-pins)

Top devices: iPhone (44.7%), Web (39.5%),
Android Mobile (36.6%)

Instagram

34.2k followers

Audience: 63% Women 36.9% Men

Top countries: UK, USA , and AUS

Top Instagram post's organic impressions: 26k/10000+ likes

Reels: 14.5k views



Annie Stone, of **enki** Commercial Partnerships, says "We collaborate with brands to offer a unique and bespoke marketing package that delivers a new and loyal customer base. Our studio works with clients to create beautiful artwork and campaigns that speak directly to our readers and places your brand in front of one of the most engaged audiences in the world of design."

DIGITAL PORTFOLIO
RATE CARD



<i>Revolving on banner, per month</i>	£7,325
<i>Advertorial on website, per month</i>	£1,800
<i>Instagram Reel</i>	£800
<i>Instagram Post</i>	£800
<i>Curated Pinterest Board</i>	£2,000
<i>Pinterest Idea Pin</i>	£1,500
<i>Combined Social Media Pack</i>	£950
<i>Advertorial production</i>	+10%

PRINT EDITION
RATE CARD

	<i>PAGE</i>	<i>DPS</i>
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<i>Covers, premium</i>	£6,000	£11,000
<i>First right hand page</i>	£5,625	
<i>Colour page facing matter</i>	£5,115	
<i>Colour page</i>	£4,650	£8,370
<i>Special position</i>	+10%	+10%
<i>Agency commission</i>	+10%	
<i>Advertorial production</i>	+10%	

*Please talk to us about completely bespoke packages to suit your needs across all channels. **We build stories to tell the unique story of YOUR BRAND.** Help us understand what is unique about you and let us create a way to communicate that to the readers of our community.*
Email us now at contactus@enkimagazine.com

MECHANICAL SPECS

SIZE	TRIM SIZE (mm)	TYPE AREA (mm)	BLEED AREA (mm)
DPS	280H X 440W	255H X 415W	286H X 446W
FULL PAGE	280H X 220W	255H X 195W	286H X 226W

enki print up to 24,000 copies of each issue. There is a consistent and highly targeted marketing campaign across the UK and international news trade including multiple till site promotions at WAITROSE and M&S and special shelf promotions at WHS Smiths. In the US enki partners with Barnes & Noble and Whole Food Markets to achieve outstanding visibility. enki works with other retail groups across Europe, South Africa and Australia. enki also media partners with prominent and respected trade shows around the world to distribute targeted copies directly to the trade.



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