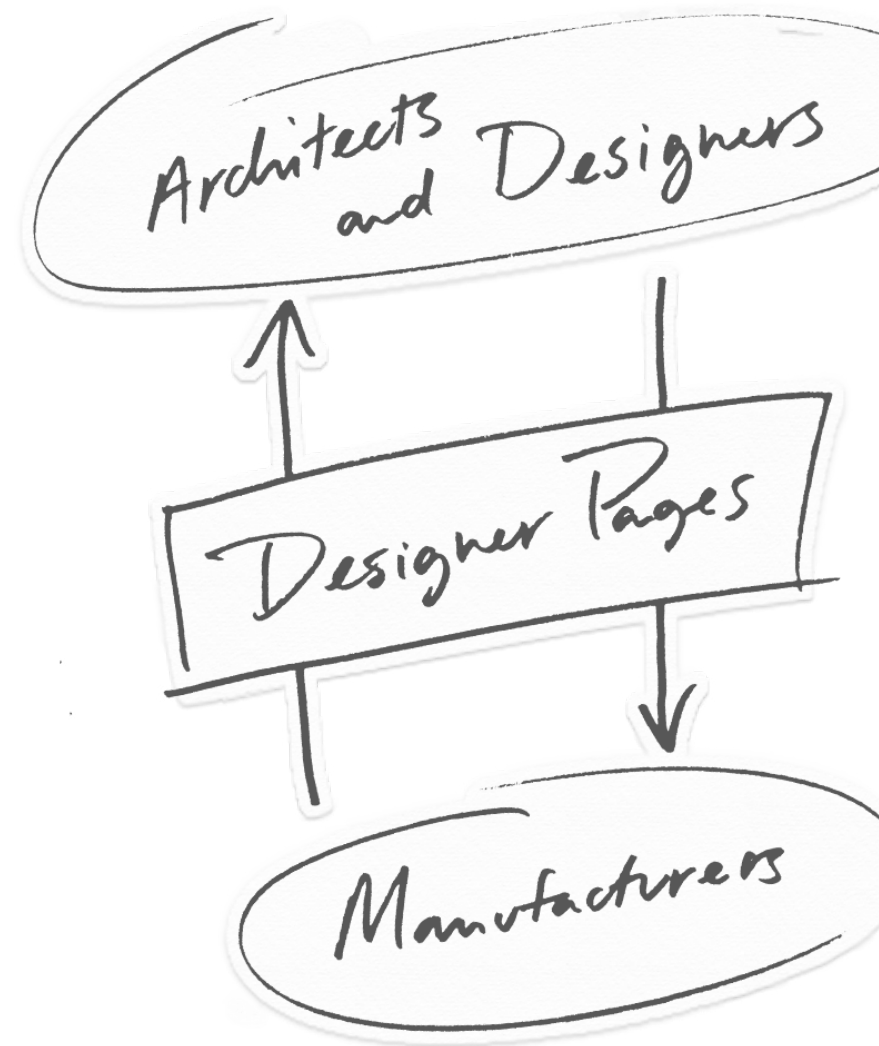


# Designer Pages Marketing Solutions

*January 2013*

# What is Designer Pages?

Designer Pages was conceived with a crude napkin sketch and a lofty vision to reshape the way the architecture and design industries do business. We build tools to help designers find great products and connect with the manufacturers that make them!



## THE DESIGNER PAGES NETWORK

1,000,000 Monthly Views



# Who's in the Designer Pages network?

Designers find products through a variety of channels and outlets: from trade shows to editorial and product search platforms. Designer Pages' presence at each of these touch points creates an ecosystem for design professionals and manufacturers to interact. The core userbase consists of design professionals in commercial interiors, with the reach extending to design enthusiasts and firms' clients.

150,000

Registered Users

75,000

Newsletter Subscribers

42,000

Facebook Fans

41,000

Twitter Followers

FEATURED BETA SUBSCRIBERS, PRO

**Gensler**



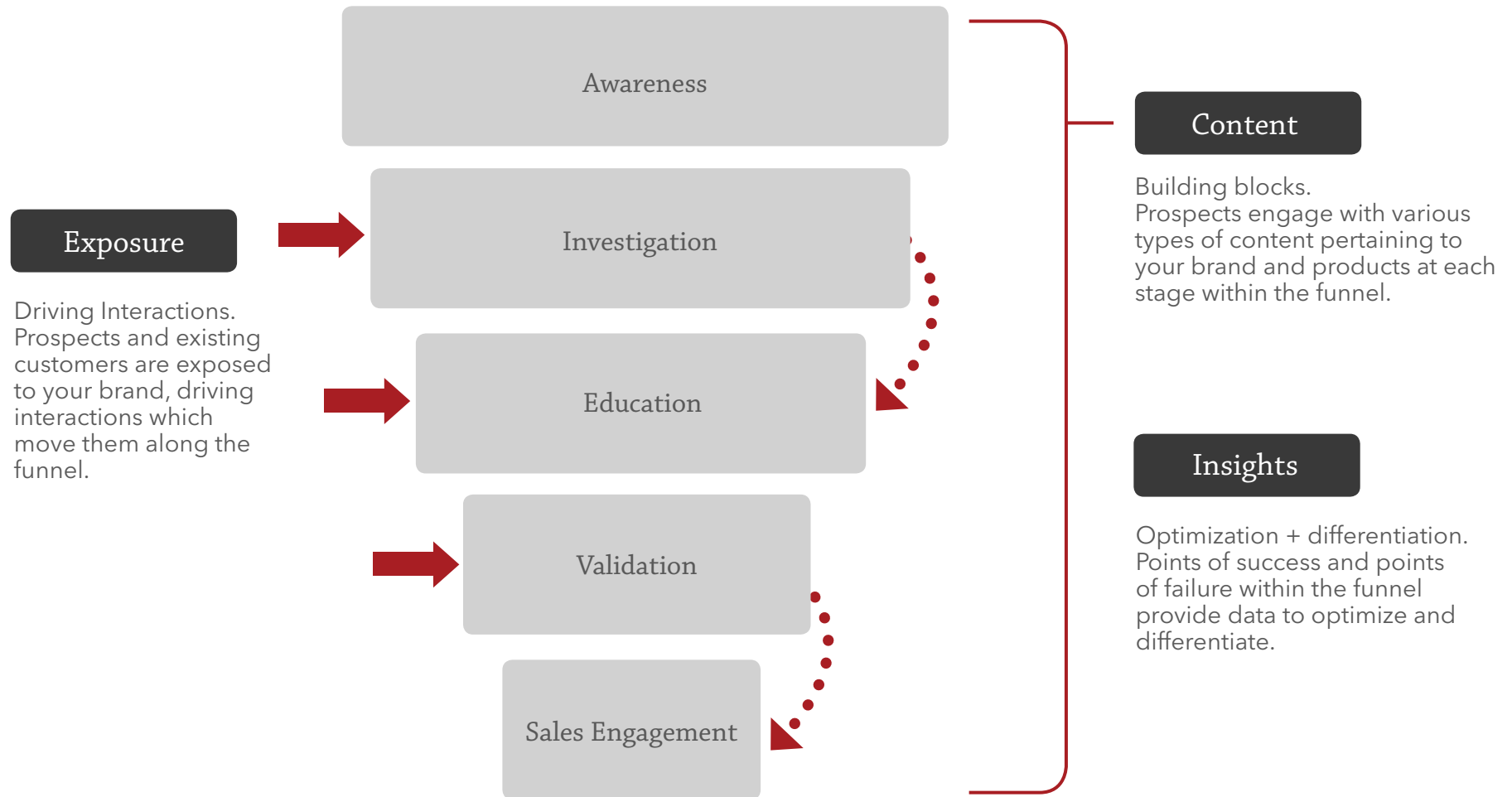
PERKINS  
+ WILL

FX FOWLE

# What can Designer Pages do for you?

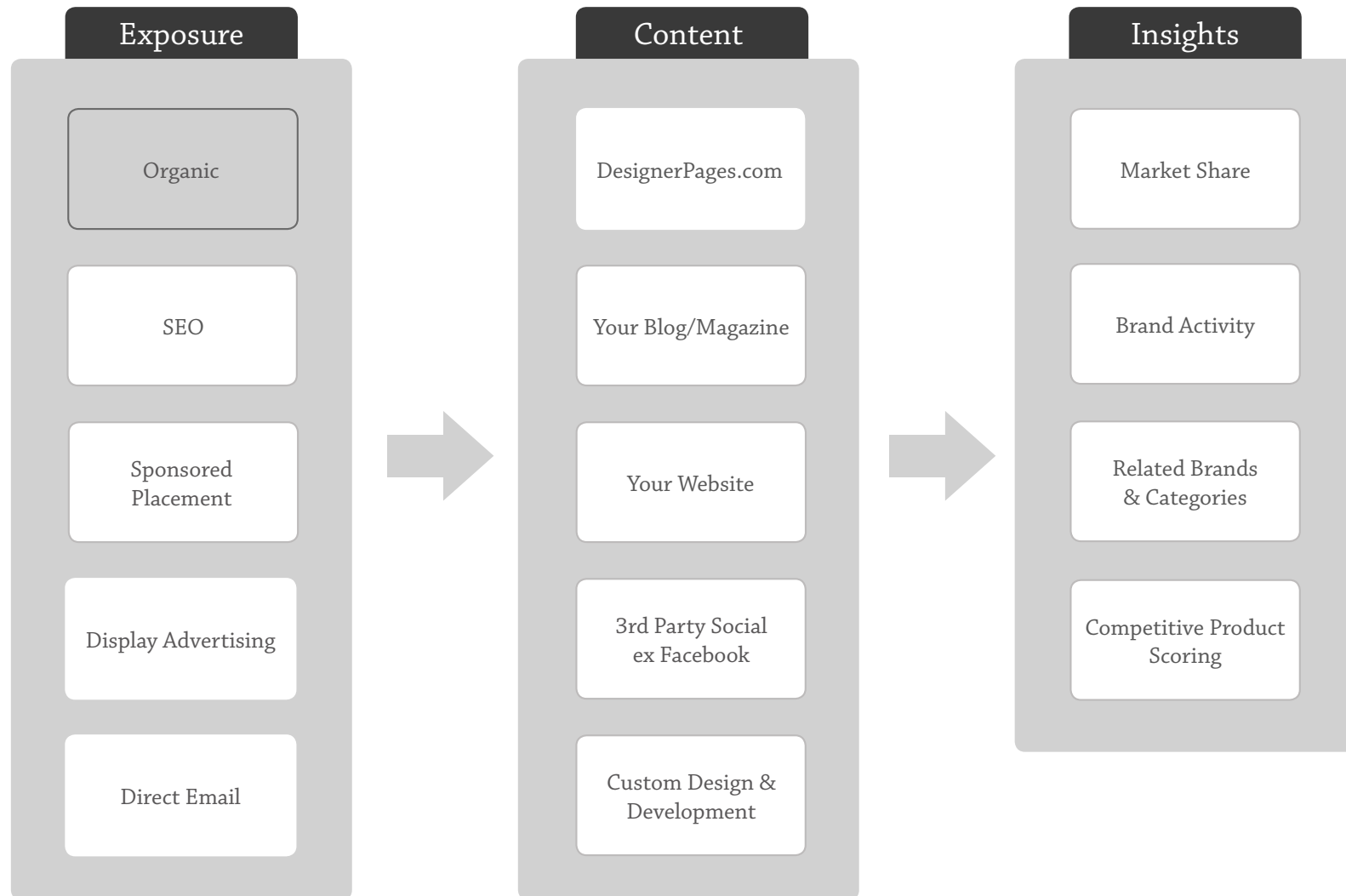
## OPTIMIZING YOUR SALES FUNNEL

Designer Pages aims to help manufacturers market online like they never thought possible: from content creation to exposure and insights, crafting, refining and optimizing your sales funnel.



# What can Designer Pages do for you?

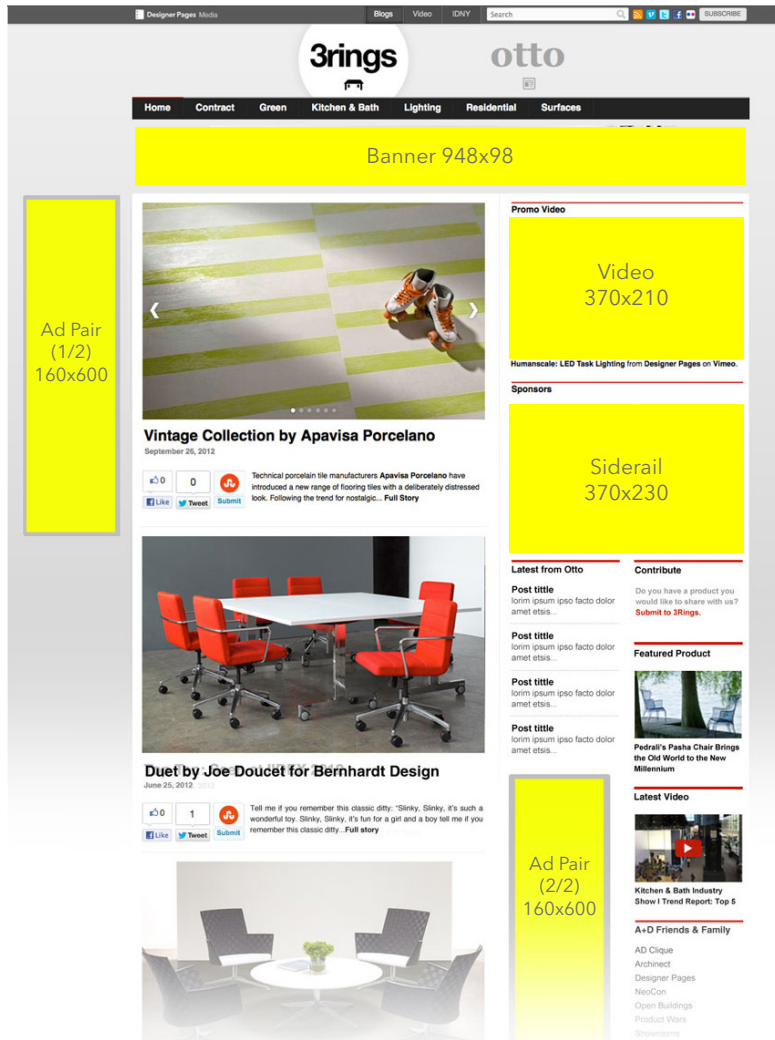
MAKING SENSE OF YOUR MARKETING MAP



# 3rings | otto

REACH A VAST AUDIENCE OF DESIGN PROFESSIONALS AND DESIGN ENTHUSIASTS

Market yourself within one of the most influential editorial platforms for design professionals, covering products (3rings) industry news and projects (otto). Promote a new product, gain traction for a new promotion, or build brand recognition.



## METRICS

95,000 Average Monthly Visits

4.9 Average Pages per Visit

3:14 Average Time on Site

## PRICING

**Banner 948x98**

\$24 CPM

IMMEDIATELY BELOW NAV

.28% Avg clickthrough rate

**Promo Video 370x210**

\$80 CPM

TOP OF PAGE, RIGHT

.86% Avg clickthrough rate

**Siderail 370x230**

\$20 CPM

MULTIPLE SLOTS, RIGHT

.23% avg clickthrough rate

**Twin Skyscraper (2x) 160x600**

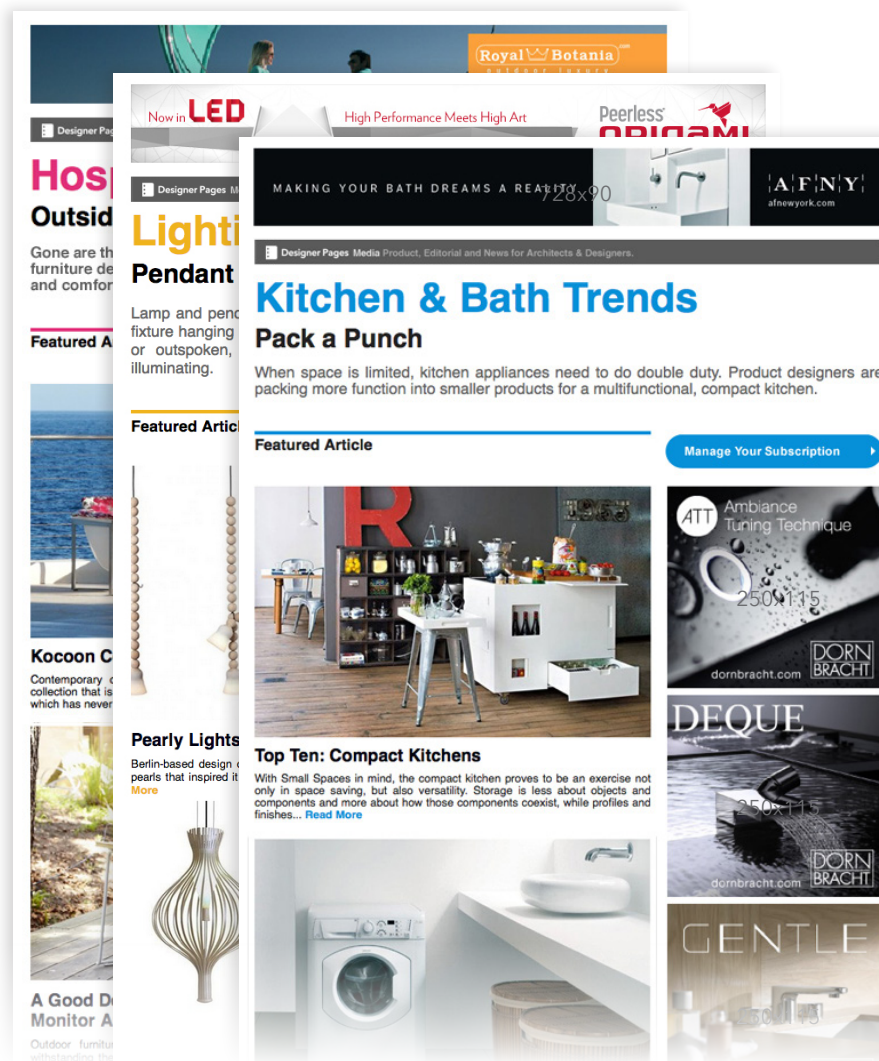
\$24 CPM

.23% Avg clickthrough rate

# Designer Pages Newsletters

TARGET WITHIN THE APPROPRIATE MARKET SEGMENT OR CATEGORY

Land directly in subscribers' inboxes every week - from 7,000 to 55,000 design professionals and enthusiasts (list size varies depending on newsletter type).



## METRICS

26% Average Open Rate

1.3% Average Clickthrough Rate

9 NEWSLETTERS WEEKLY

## Product

- Contract Trends
- Education Trends
- Green Trends
- Healthcare Trends
- Hospitality Trends
- Kitchen & Bath Trends
- Lighting Trends
- Surfaces Trends

## Projects + News

- Otto Weekly

## PRICING

Banner 728x90

\$1000-2000 / month

RIGHT RAIL, PRICE VARIES BY CATEGORY

Siderail 250x115

\$500-1000 / month

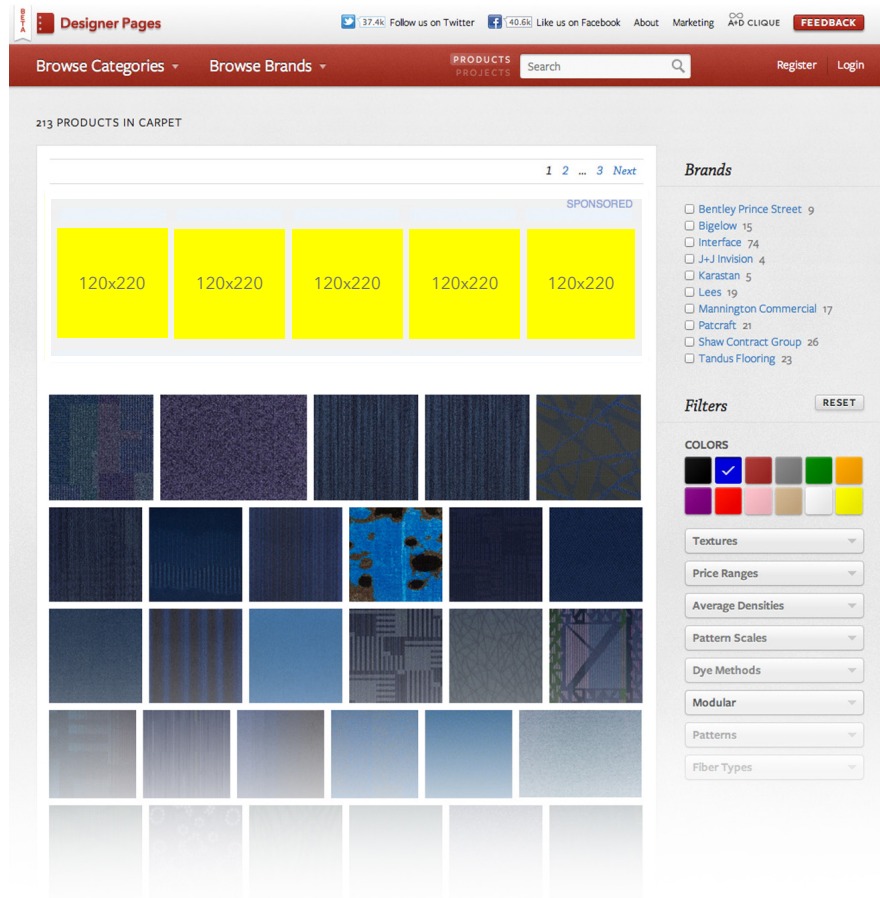
RIGHT RAIL, PRICE VARIES BY CATEGORY



# DesignerPages.com

REACH QUALIFIED DESIGN PROFESSIONALS AT THE RIGHT TIME AND PLACE

Sponsored Product Placement puts your product at the top of search results when design professionals search for the type of product you offer, from task chairs to modular carpet and pendant lights.



## METRICS

150,000 Monthly Visits  
4.5% Average Clickthrough Rate  
4.9 Average Pages per Visit  
\$5.33 Average Cost per Click  
6:21 Average Time on Site

## PRICING

Premium Placement

CPC

ABOVE SEARCH RESULTS, PRICE VARIES BY CATEGORY

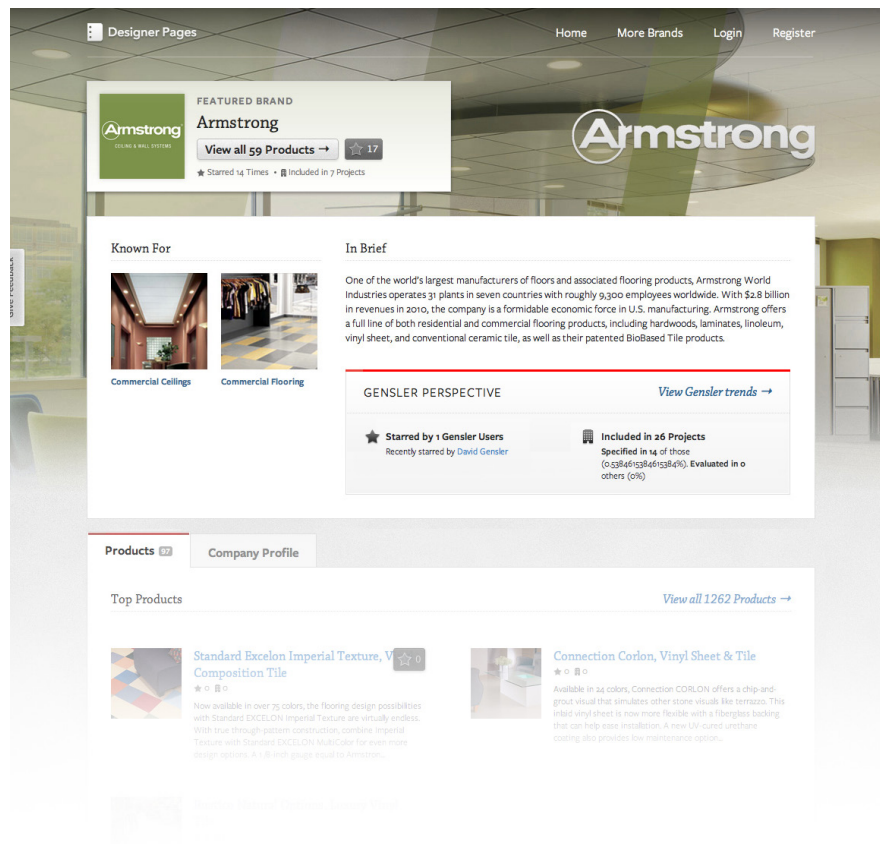


# DesignerPages.com + Facebook

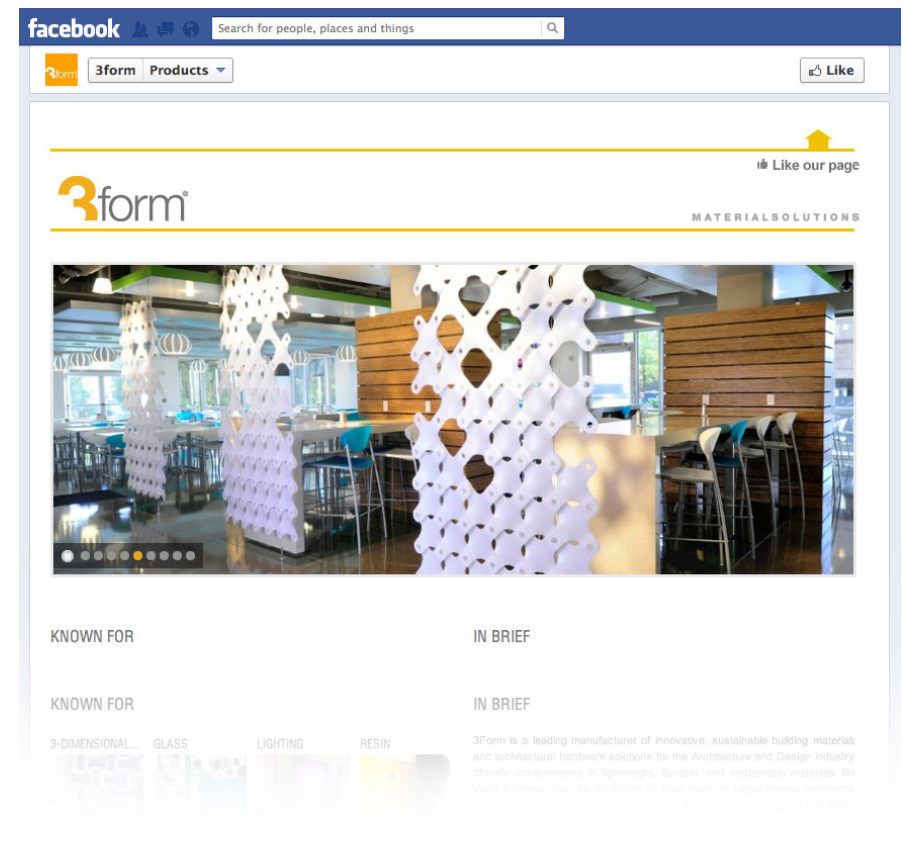
BUILD BRAND RECOGNITION

Make the most of the brand you've built. As a Featured Brand, you shape the way designers see you – building credibility and presence within the top A&D firms – on the leading product search platform for design professionals. Further, your Custom Brand Page can plug directly into a Facebook App.

on *DesignerPages.com* \$250 / mo



on *Facebook* \$100 / mo



# Editorial and Ghost Writing

PUBLISH VALUABLE CONTENT

Expertise in digital media combined with a great network of industry leaders. From articles to video production, Designer Pages helps manufacturers create great content for their media channels. Content matters. Companies with blogs have 50% more visitors to their website than companies that don't!<sup>1</sup>

<sup>1</sup> Leary, Brent (January 27, 2012). "Jeanne Hopkins of HubSpot: All Leads Are Not Created Equal". Small Business Trends.

The collage features several elements:

- Website Sidebar:** Includes the 'KI CONNECT' logo, a navigation menu with categories like 'Announcements', 'Furniture', and 'Technology', and a 'Blogroll' section.
- Newsletter Sign-up:** A form titled 'Subscribe to our Newsletter!' with an email input field and an RSS icon.
- Most Recent Tweet:** A tweet from @m111kencarpel mentioning a contest and social media handles.
- DESIGN GOSSIP Issue 13:** A magazine cover with the title in large yellow and white letters over a nature background.
- Product Advertisement:** A detailed ad for the 'D'E-light' lamp by P. Starck. It features a 3D rendering of the lamp with handwritten annotations: 'PHONE & PAD DOCK', 'OPTIC SENSOR DIMMING SWITCH', and 'FLAT PANELS LED ILLUMINATION'. The ad also includes the Starck signature, the FLOS logo, and compatibility icons for iPod, iPhone, and iPad.
- Table of Contents:** A sidebar on the right of the ad listing articles: '3 NEDCON 2012: FOCUS ON TEXTILES BY JEAN LIN' and '15 NEW WALL SCONCES BY HIROKO USUI'.

# Design and Development Services

CREATE DIGITAL EXPERIENCES FOR YOUR TARGET AUDIENCE

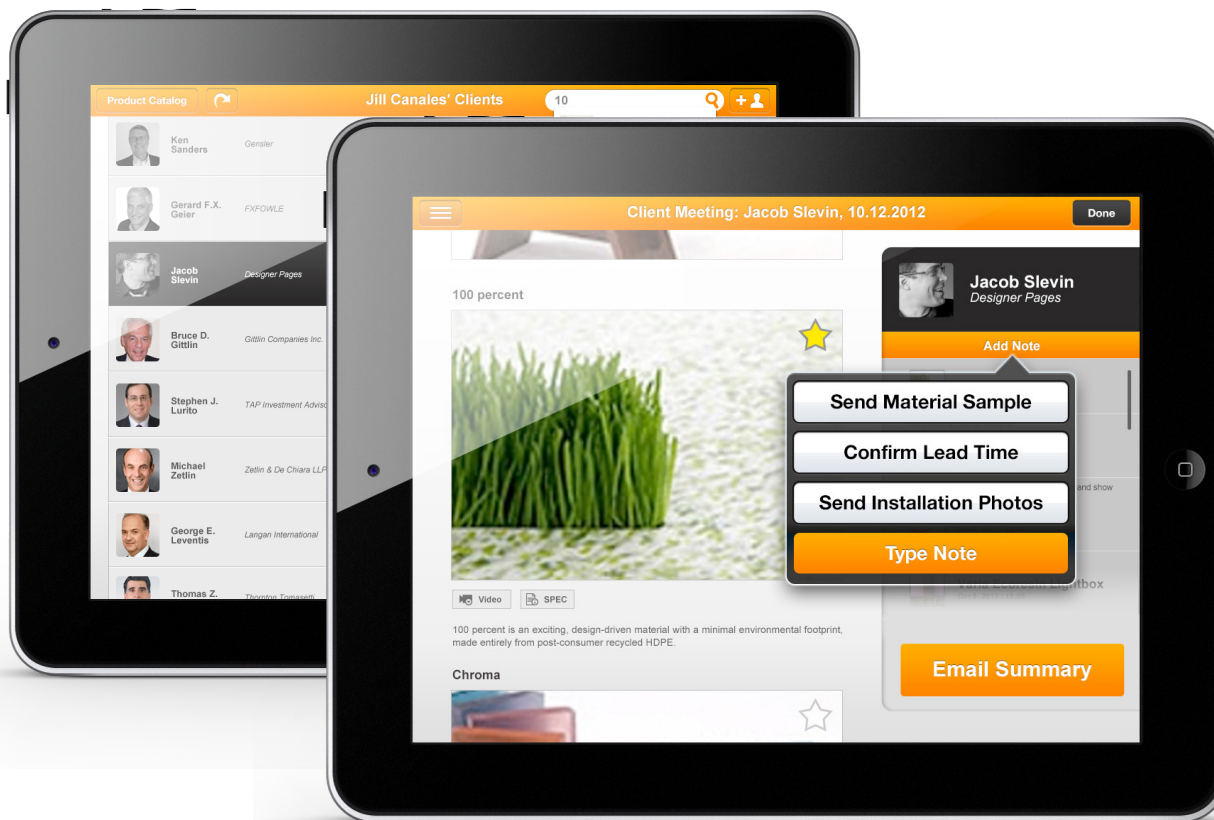
From integrating with the DesignerPages.com Content Management system, to designing and building a site or app from the ground up - Designer Pages has produced everything from competitions to trade show website and animations for video walls.



# Sales App for iPad

INCREASE SALES PERFORMANCE, REDUCE THE SALES/MARKETING DIVIDE

Presentation Tool + Customer Relationship Management. Equip your sales force with an app that helps them better present your brand and products in client meetings - and concurrently stores these data points, reporting them back to management. As the saying goes, "If only we knew what we knew." Now you can!



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PRICING

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Annual Subscription

PLEASE INQUIRE

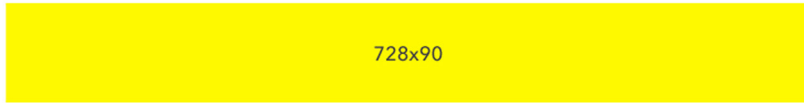


# Direct Email Marketing

GET GRANULAR

Can't see images? Click to see view this email as a webpage

SIGN UP | INVITE FORWARD



728x90

Designer Pages Media Product, Editorial and News for Architects & Designers.

## Eblast Subject Line

Headline about your Brand/Products

Dedicated



YOUR PRODUCT IMAGE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. **EDITORIAL ABOUT YOUR PRODUCT(S) OR BRAND** velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel

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YOUR PRODUCT IMAGE

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Sed ut perspiciatis unde omnis iste natus.



YOUR PRODUCT IMAGE

Sed ut perspiciatis unde omnis iste natus perspiciatis unde omnis iste natus...

Sed ut perspiciatis unde omnis iste natus...



YOUR PRODUCT IMAGE

Sed ut perspiciatis unde omnis iste natus perspiciatis unde.

Sed ut perspiciatis unde omnis iste natus...

Engage with designers who've expressed the most interest in your brand (impressions, clicks, saves, shares) through a dedicated brand newsletter. We'll reveal your hottest leads with augmented profile information and demographic analysis.

### METRICS

45% Average Open Rate

### PRICING

Dedicated Brand Eblast

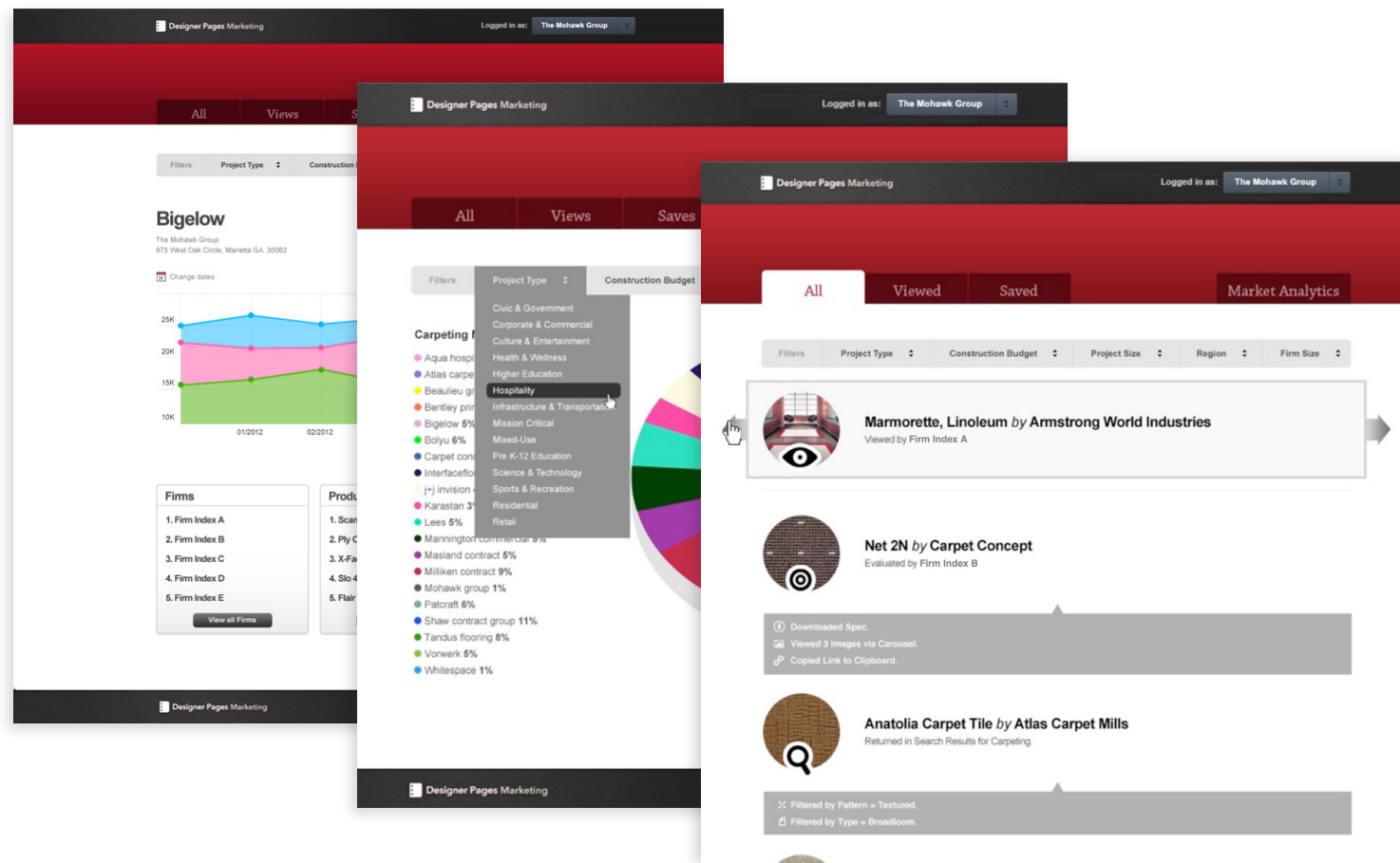
\$1500 / email

ALL CONTENT BRAND-SPECIFIC, INCLUDES 728x90 BANNER AD

# Data and Analytics

DISCOVER THE NEW PATH TO VALUE

Imagine being able to view changes in market share within each geographic region, or within a specific market segment - in real-time. Or to understand which other products were considered and compared against yours? Subscribing to the Data + Analytics Suite gives you access to a data pipeline that shows how designers are interacting with your products - and those of your competitors (impressions, clicks, saves to project folders) to help you answer these questions.



# Pricing

## ONLINE EDITORIAL (Blogs)

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3rings | Otto

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### Audience

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95,000 visits / month

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### Pricing

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Header	948x98	<b>\$24 CPM</b>
Promo Video	370x210	<b>\$80 CPM</b>
Siderail	370x230	<b>\$20 CPM</b>
Ad Pair (2x)	160x600	<b>\$24 CPM</b>

## PREMIUM BRAND SPONSORSHIP

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on Designer Pages.com **\$250 / month**

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on Facebook\* **\$100 / month**  
\*requires above line item

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## EMAIL MARKETING

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Retargeting Eblast\* **\$1500 / eblast**

\*requires newsletter ad placement or  
DesignerPages.com premium listings.

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# Pricing

NEWSLETTERS	LIST SIZE	HEADER 728x90	SIDERAIL 250x115
Contract	50,000 subscribers	\$2200 / month	\$800 / month
Healthcare	6,000 subscribers	\$800 / month	\$350 / month
Education	6,000 subscribers	\$800 / month	\$350 / month
Hospitality	12,000 subscribers	\$1200 / month	\$500 / month
Green	40,000 subscribers	\$1800 / month	\$800 / month
Lighting	32,000 subscribers	\$1500 / month	\$650 / month
Kitchen & Bath	35,000 subscribers	\$1500 / month	\$650 / month
Surfaces	40,000 subscribers	\$1800 / month	\$700 / month
Otto Weekly	6,000 subscribers	\$800 / month	NA