

# 15 DESIGN MAGAZINE

© FILIPPO BAMBERGHI

EDITORIAL SERVICES



# MEDIA KIT

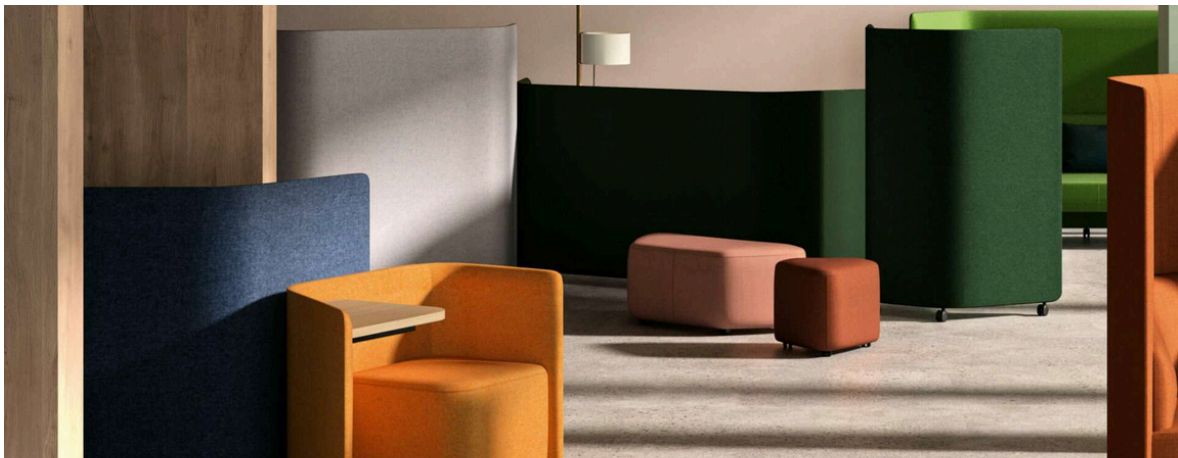
# D5 DESIGN MAGAZINE

INTRODUCTION	01
THE AUDIENCE	02
MONTHLY STATISTICS	03
IMPACTFUL VISUALS	04
2025 AGENDA	05
SERVICES AND RATES	06
OUR PARTNERS	07
DESIGN COLLABORATIONS	08
ENDING	09

# CON TENTS

D5 MAG uniquely bridges five core design disciplines—**Architecture, Interior Design, Industrial Design, Furniture Design, and Lighting Design**—into one dynamic platform. We go beyond surface-level trends, exploring the innovations, ideas, and projects shaping the future of design worldwide. What truly sets us apart is our incredible audience. We engage a **global community of professionals**—architects, designers, and decision-makers—who are at the forefront of their industries. These are the people not just following trends but creating them. By showcasing your work through D5 MAG, you **connect with an influential network** that values creativity, innovation, and forward-thinking design. **When you partner with us, you reach more than design enthusiasts; you engage with the leaders shaping tomorrow's design landscape.**

# ABOUT D5 MAG



© ANDREU WORLD

D5 MAG operates under the umbrella of Three C Group, a prominent organization dedicated to curating and promoting design excellence worldwide. As a member of the World Design Organization (WDO), Three C Group GmbH adheres to international standards of design integrity and innovation. Our Swiss-registered company, headquartered at Grabenstrasse 15a, 6340 Baar, Switzerland, is committed to fostering collaboration and advancing the global design community.

This professional affiliation underscores D5 MAG's commitment to upholding the highest standards of quality and credibility in our editorial content and partnerships.

D5 MAG has a strong presence in the design community, connecting professionals, design enthusiasts, and decision-makers worldwide. Our audience includes architects, interior designers, decorators, industrial and furniture designers, lighting designers, design students, and industry stakeholders. With a solid online presence and active social media engagement, we ensure your message reaches the right audience, driving meaningful interactions and fostering valuable connections.

## **AUDIENCE DEMOGRAPHICS**

**62%** Designers & Architects

**30-45** Age Range

## **TOP COUNTRIES**

**31%** USA

**4%** NETHERLANDS

**3.5%** AUSTRALIA

**3.3%** CANADA

**3.2%** UNITED KINGDOM

# ABOUT THE AUDIENCE





© LIU WEI, LENG FENG

# MONTHLY STATISTICS

## MONTHLY METRICS FOR 2024

461k

Total Impressions

479k

Social Media Reach

63k

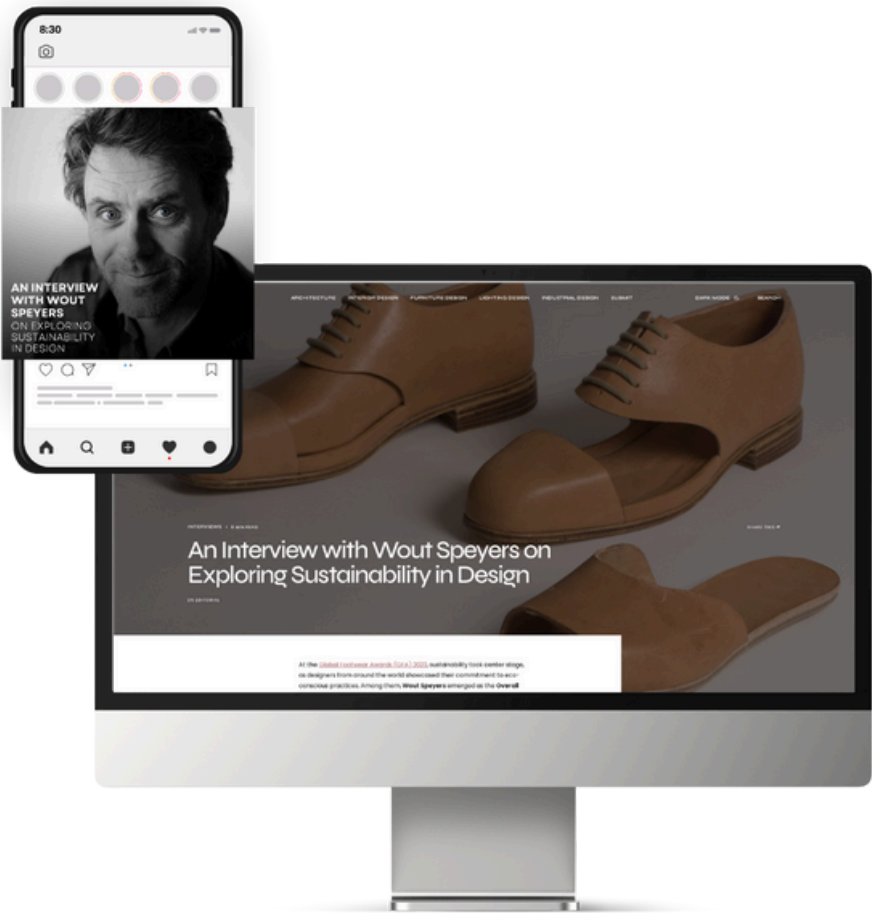
E-mail Subscribers

42k

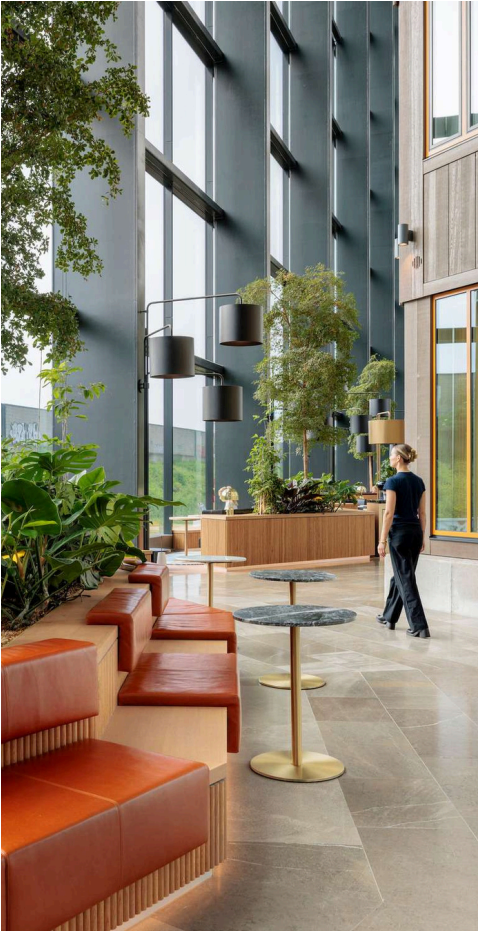
Page Views

INTERVIEW +  
SOCIAL MEDIA

IMPACTFUL  
VISUALS



HOMEPAGE  
FEATURE



© WOUTER VAN DER SAR

# 2025 EDITORIAL AGENDA

## Q1: Innovation & Sustainability in Design

### Theme:

Sustainable and Technological Advancements Across Disciplines  
Focus on how innovation and sustainability are transforming Architecture, Interior Design, Industrial Design, Furniture Design, and Lighting Design.

### Content:

Sustainable architecture and eco-friendly urban planning  
Smart technologies in lighting and interiors  
Eco-conscious materials and processes in product and furniture design

## Q2: Global Design Events Focus

### Theme:

Capturing the Pulse of Design through Global Events  
This quarter focuses on covering key international design events, reporting on trends, innovations, and industry conversations.

### Content:

Key trends across furniture, lighting, interior, and product design  
Behind-the-scenes commentary on how these events are influencing the future of design worldwide



© LIU WEI, LENG FENG

# 2025 EDITORIAL AGENDA

## Q3: Emerging Talents & Disruptive Innovations

### Theme:

Celebrating the Visionaries of Tomorrow  
Spotlighting rising talents and breakthrough innovations that are reshaping the design landscape.

### Content:

Emerging architects and designers across all five disciplines  
Disruptive trends in industrial and furniture design  
Future-focused interviews with young innovators and their impact

## Q4: Year in Review & 2026 Design Predictions

### Theme:

Reflecting on the Year's Biggest Trends and Forecasting the Future  
A comprehensive review of the year's most significant design trends and projects, with expert predictions for the future.

### Content:

Highlights from key innovations in architecture, lighting, and interior design  
Round-up of the most influential projects from 2025  
Expert forecasts on emerging trends for 2026



## EDITOR'S PICK ARTICLE

### PRICE: CHF 500

Our expert editors will craft a captivating article highlighting your project or innovation. This feature includes coverage of 3-4 projects, providing valuable exposure and insights.

### PERKS:

1. Three days of homepage placement
2. Permanent article on our website with links to your website
3. Social media promotion across our platforms
4. Distribution to 60k email subscribers as part of our bi-monthly newsletter

# SERVICES & PRATES



© COURTESY OF BELECO

## INTERVIEW + EDITORIAL

### PRICE: CHF 500

Engage with our audience through an in-depth interview accompanied by an editorial. This package offers a personalized approach to showcasing your ideas, processes, and achievements.

### PERKS:

1. Three days of homepage placement
2. Permanent article on our website with links to your website
3. Social media promotion across our platforms
4. Distribution to 60k email subscribers as part of our bi-monthly newsletter

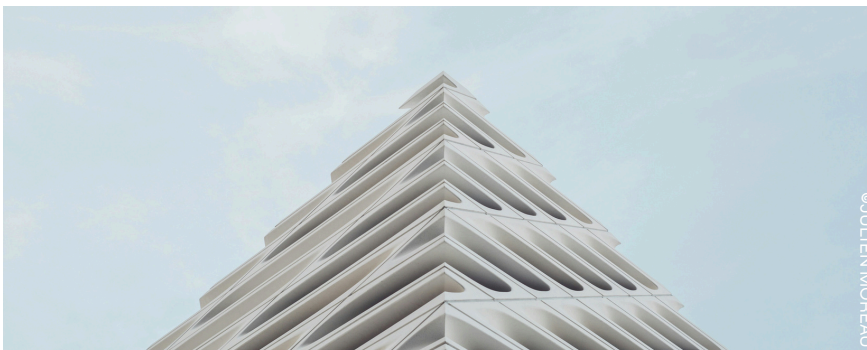
# WORDS FROM OUR PARTNERS & FRIENDS

"Publication in D5 MAG offers the opportunity to share one's vision and unique style, contributing to the contemporary dialogue in design. It is a chance to inspire others and be inspired, fueling personal and professional growth. In a constantly evolving field, this visibility can open doors to new opportunities, projects, and creative challenges."

**Magdalena Bober, STRAB STUDIO**

"Working with D5 MAG has been a great experience. It's been exciting to see our clients gain exposure in such a cool and innovative publication, helping them reach a community that appreciates design and architecture. We are excited to keep collaborating and share more inspiring stories together."

**Patricia Gustafsson, agence 14 septembre**



©JULIEN MOREAU

"D5 MAG has brought significant attention and influence to the Re-Craft project, exceeding our expectations in media impact. It's a fantastic platform for sharing our work with the world. The editors are not only professional but also amazing to collaborate with. We look forward to continuing our partnership with D5 MAG."

**Bo Zhang, Desz Office**

"D5 MAG is an elegant and highly-selective international publication, so you really know it means something to be featured here. My clients have loved their pieces published by D5, relishing both the great layout and the kudos of inclusion. A great title to work with – and impossible to resist a little extra browsing whilst you're here!"

**Caroline Collett, Caroline Collett PR Ltd**

At D5 MAG, we take pride in collaborating with leading brands and industry leaders to showcase their latest products, projects, and initiatives. Explore some of the esteemed brands we've had the pleasure of partnering with.



In 2024, D5 MAG was proud to serve as an official media partner of NYCxDESIGN, an organization that elevates New York City as a global design destination and vibrant creative hub. **NYCxDESIGN** plays a vital role as a supportive network, organizer, and catalyst for the design community, fostering innovation and collaboration across various disciplines. Through this partnership, we brought our readers exclusive insights into the trends, talent, and projects showcased during the event, reinforcing our commitment to championing design excellence on an international stage.

***MEDIA  
PARTNER***

D5 MAG has proudly partnered with the 4th Annual ArchLIGHT Summit, a premier event for architectural lighting designers, specifiers, interior designers, and architects. Held at the Dallas Market Center, this influential trade event featured two full days of networking, immersive experiences, and educational sessions. We were honored to support the event, which showcased cutting-edge innovations in lighting and offered attendees exclusive access to the latest trends in architectural lighting design.



***MEDIA  
PARTNER***

**DESIGN  
COLLABORATIONS**



MEDIA  
PARTNER

In 2024, D5 MAG was also honored to be a media partner of the LIT Lighting Design Awards Gala, a prestigious event recognizing the brightest minds in the lighting industry. Held on the 20th of June at the historic Banking Hall in London, the elegant evening brought together 180 of the world's most influential lighting designers. The event celebrated the exceptional achievements of the 2022 and 2023 program winners, highlighting their remarkable contributions to architectural, product, and entertainment lighting design. Through this partnership, we were able to provide exclusive coverage of the talent showcased at the gala.

DESIGN  
COLLABORATIONS



@JC AWARDS



# D5 DESIGN MAGAZINE

Contact our team today to  
explore advertising  
opportunities, editorial  
features, and partnership  
possibilities. Let's work  
together to inspire, innovate,  
and shape the future of design.

[D5MAG.COM](https://D5MAG.COM)

EDITOR@D5MAG.COM

READY TO REACH THE  
RIGHT AUDIENCE?

THREE C GROUP GMBH  
Grabenstrasse 15A  
6340 Baar  
Switzerland

