



MEDIA KIT

D5 DESIGN  
MAGAZINE

EDITORIAL SERVICES

2026

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

EDITOR@D5MAG.COM

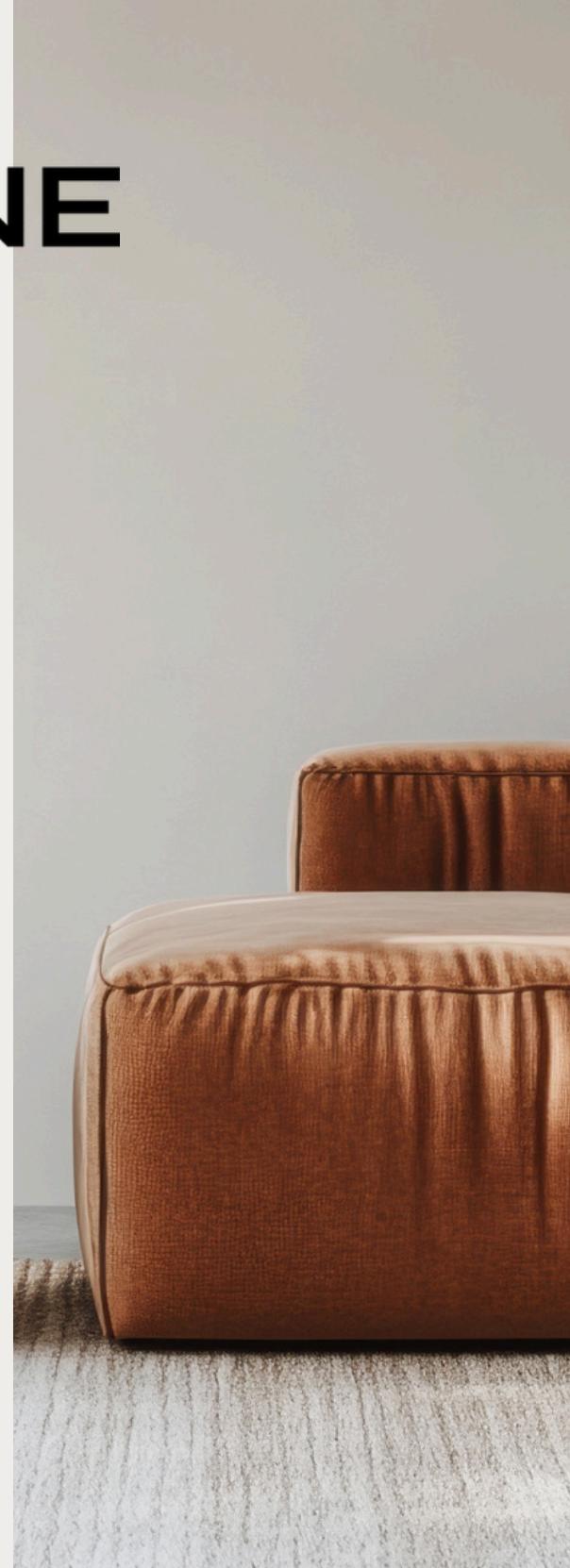
# D5 DESIGN MAGAZINE

D5 MAG is built on a genuinely **global perspective**. Our editorial team works across continents, bringing together writers, designers, and industry specialists who understand design culture from the inside. This international mix is our strength. It allows us to cover **architecture, interiors, lighting, furniture, and product design** with accuracy, curiosity, and a sense of style that resonates with readers everywhere.

We are also backed by the **3C Group**, the organisation behind some of the world's leading design competitions. This connection gives us access to outstanding projects, studios, emerging talent, and industry conversations as they happen. It keeps our coverage relevant and trusted within the professional community.

D5 MAG has become a **reference point for designers, architects, students, and design lovers** seeking content that goes beyond surface-level. They come to us for thoughtful features, strong visuals, and a steady pulse on what's shaping the industry. Our reach covers the **USA, Europe, the Middle East, Asia, Australia**, and beyond, reflecting the truly international character of the design world.

This combination of global insight, a connected network, and a **dedicated editorial voice** is what makes D5 MAG a strong media partner and a respected platform within the design community.



## MONTHLY STATISTICS

**22K**

TOTAL USERS

**99K**

PAGE  
VIEWS

**120K**

EMAIL  
SUBSCRIBERS

**320K**

SOCIAL MEDIA  
REACH

**2025**

# AUDIENCE DEMOGRAPHICS :

Our readership is primarily composed of active design professionals, with 62% aged 30-45. They include designers, architects, interior specialists, creative directors and product developers, most of them at mid-level to senior positions, including studio founders and project leads. Their interests include **architecture, interiors, product and material innovation, hospitality and retail design, sustainability and emerging technologies**, making D5 MAG a space read by people who shape the industry daily.

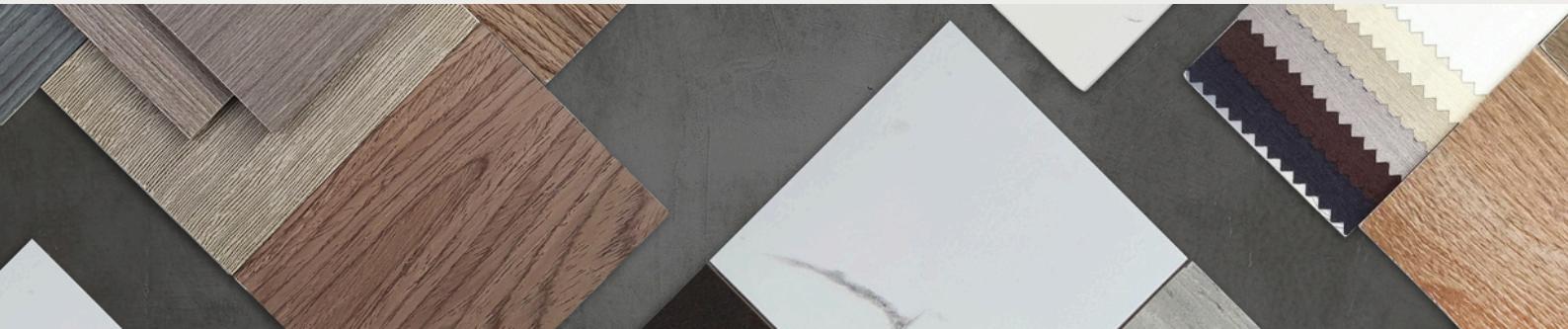
## AUDIENCE BY REGION

Our readership is truly international, with architects, designers and hospitality professionals tuning in from over 220 countries and territories. Our content travels organically across North America, Asia-Pacific, Europe, the Middle East, Africa and Latin America.

### **By region (share of active users):**

- North America: ~50%
  - United States, Canada, Mexico
- Asia-Pacific (incl. Australia & New Zealand): ~29%
  - India, China, Singapore, Australia, Hong Kong, Japan, Indonesia, Philippines, South Korea, New Zealand
- Europe: ~13%
  - United Kingdom, Netherlands, Germany, France, Italy, Spain, Switzerland, Nordics and more
- Middle East & North Africa: ~3%
  - United Arab Emirates, Saudi Arabia, Egypt, Israel, Qatar, Lebanon, Morocco
- Sub-Saharan Africa: ~2%
  - South Africa, Nigeria, Kenya, Ethiopia, Ghana, Tanzania and others
- Latin America & Caribbean: ~3%
  - Brazil, Argentina, Chile, Colombia, Mexico, Dominican Republic and more

**And because good design deserves good distribution, our newsletter reaches 100k+ subscribers** and consistently lands a **35–40% open rate** and a 2.5–3% CTR, well above the industry norm.



# Services & Rates

## EDITOR'S PICK ARTICLE

Price: CHF 500

Let our editors tell your story. We'll produce an article featuring 3–4 projects, giving your work premium visibility, context from design experts, and exposure to thousands of readers actively exploring what's new in architecture and design.

Perks:

- 3 days of homepage placement
- Permanent article on our website with direct links to your site
- Distribution to 100k+ subscribers through our bi-monthly newsletter
- Social media promotion across our platforms
- Tagging your studio and team members across social channels for extended reach
- Option to embed your project video in the article
- Clickable call-to-action button inside the article (e.g., "Learn more about the project")
- Priority consideration for future editorial coverage (events, interviews, roundups)
- Backlink value through high-authority SEO placement

## INTERVIEW + EDITORIAL

Price: CHF 500

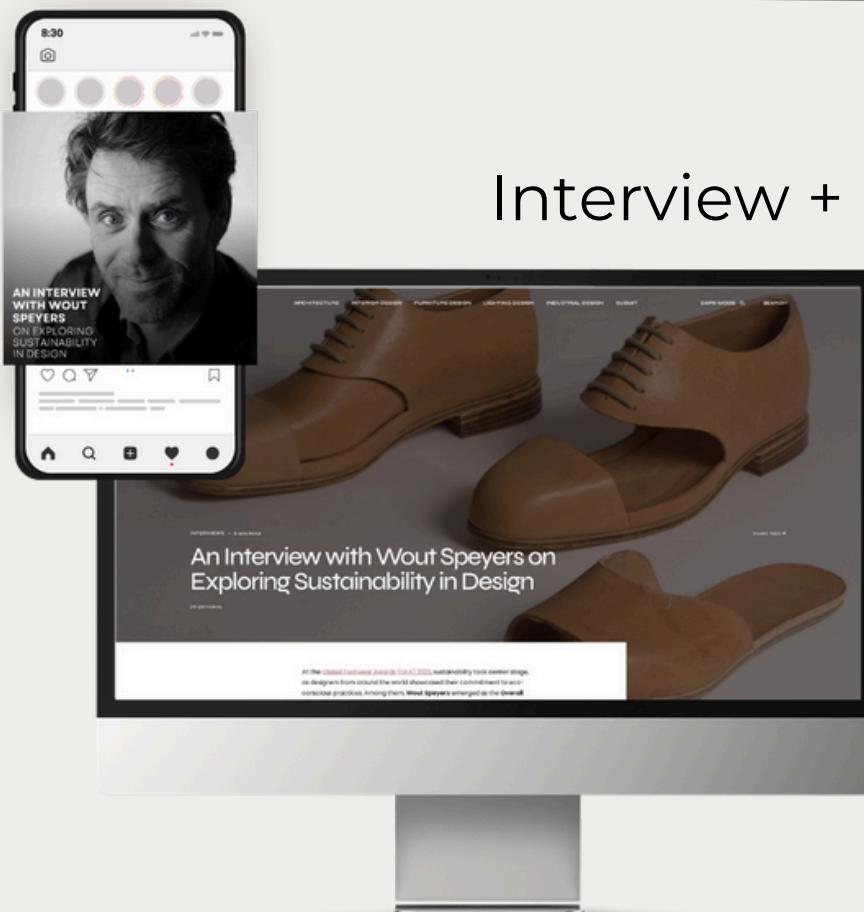
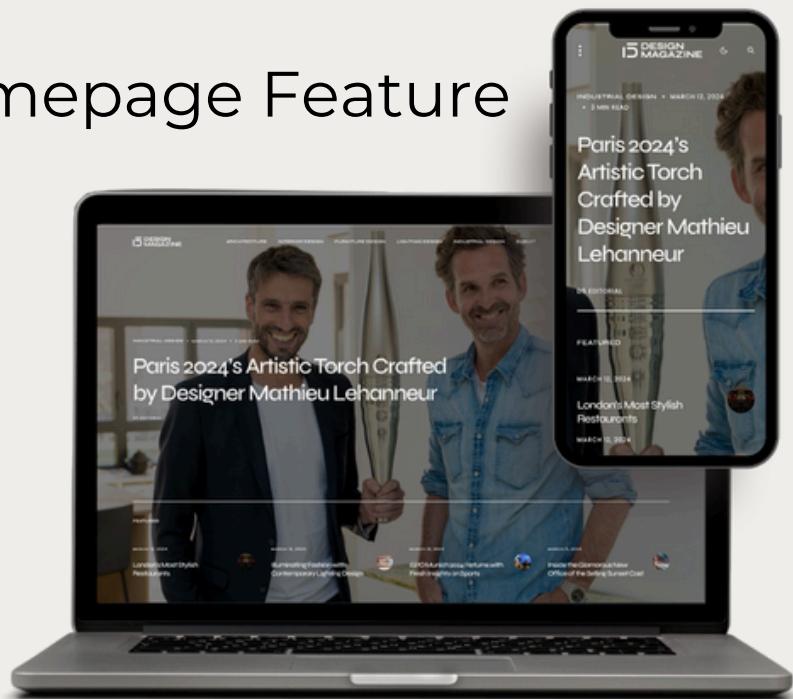
We'll work on a thoughtful interview and editorial feature that highlights your ideas, process, and creative approach, giving you meaningful visibility, expert context, and access to thousands of design-curious readers who are always looking for new voices to follow.

Perks:

- 3 days of homepage placement
- A permanent interview + editorial feature on our website with direct links to your site
- Sent to 100k+ subscribers in our bi-monthly newsletter
- Dedicated social media promotion tailored to the interview format
- Studio and team tagging
- Pull-quotes from your interview highlighted for added personality and shareability
- Option to embed a behind-the-scenes or project walkthrough video
- Call-to-action inside the article so readers can explore more
- Early consideration for future People-focused content (Q&As, studio visits, special roundups)
- High-quality backlink value to support your long-term online visibility

# IMPACTFUL VISUALS

## Homepage Feature



## Interview +

## Social Media

# EVENT PARTNERSHIPS

D5 MAG collaborates with some of the most established and influential design events worldwide. These fairs and exhibitions shape the architecture, interiors, lighting and hospitality industries, bringing together global brands, emerging studios and the creative leaders who drive the conversation forward.

Our past partnerships include **HIX London, ORGATEC Workspace Saudi Arabia, INDEX Saudi Arabia, NYCxDesign, Detroit Month of Design, Vietnam Design Week, Glue Amsterdam, Design London, NeoCon, ArchLight Summit, GEBT Guangzhou, HIVE Furniture Show, Oman Home & Building Expo, and Smart Space Exhibition (ISSE)**.

Partnering with D5MAG places your event in the same ecosystem as these flagship gatherings, ensuring visibility among a global audience that is actively shaping the future of design.

## What Event Partners Gain

Partnering with D5 MAG gives events **visibility** before, during and after the show. We create digital coverage that travels far beyond the exhibition floor and **reaches a global audience** of designers, architects and creative leaders. Our team produces feature articles, previews and post-event highlights on d5mag.com, giving each event long-term discoverability. Partners are also included in our **bi-monthly newsletter**, sent to more than 100k industry professionals, along with **dedicated posts across our social channels** and tagging options for speakers and exhibiting studios.

We offer opportunities for added engagement, such as ticket or product giveaways, interview features with key speakers or exhibiting brands, and curated roundups that bring extra attention to standout moments. All published content remains **permanently available** on our website, ensuring continued visibility long after the event closes.



# DESIGN COLLABORATIONS

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 and 2025, 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 **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**



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## NeoCon

June 9-11, 2025  
THE MART, Chicago  
#NeoCon2025

In 2025, D5MAG proudly served as a media partner for NeoCon, the leading platform for the commercial design industry. This collaboration underscored D5's commitment to fostering innovation and connection within the global design community.

[\*\*Media Partner\*\*](#)

## guangzhou electrical building technology

D5MAG also proudly partnered with the Guangzhou Electrical Building Technology (GEBT) fair in 2025. This further expanded D5 Media's reach into the vital electrical building technology sector, reinforcing our dedication to connecting and informing professionals across diverse facets of the design and building industries.

[\*\*Media Partner\*\*](#)



Additionally, D5MAG served as a media partner for the HIVE Furniture Show. We amplified the show's impact by publishing insightful articles and reports on our platform, showcasing key voices, global brands, and purposeful design trends.

[\*\*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.

### Media Partner



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# 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**

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“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**

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“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**

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“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**

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“We are very pleased that our project, The Cabanon, was featured in D5 MAG. D5 MAG is a design platform committed to showcasing designers and projects from around the world, highlighting different styles and cultures. They consistently strive to include various disciplines and have the ability to bring design news and stories to a general audience. We would definitely like to keep the exchange with D5 MAG.”

**Beatriz Ramo, Director of STAR strategies + architecture**

# 2026 EDITORIAL AGENDA

## Q1 – Designing with Purpose

- From Waste to Wonder: Circular design projects turning discarded materials into value
- Light That Lasts: Smarter lighting saving energy while shaping atmosphere
- Hospitality in Balance: Hotels redefining luxury through ecology and culture

## Q2 – Resilient Futures

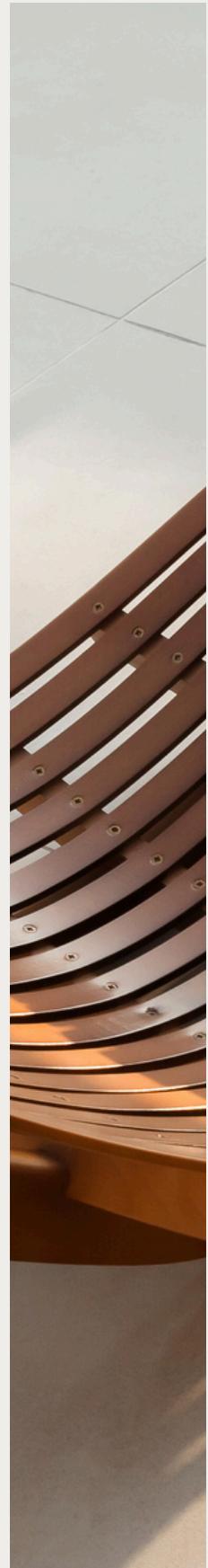
- Architecture for Extremes: Designs that withstand floods, heat and shifting climates
- Furniture with a Second Life: Upcycled and reimaged furniture for a sustainable future
- Solar Stories: Products and innovations powered directly by the sun

## Q3 – Culture Meets Ecology

- Living Landscapes: Urban and natural spaces boosting biodiversity and wellbeing
- Light in Context: Lighting design that carries cultural meaning and local stories
- Material Stories: From bamboo to bioplastics, new sustainable material spotlights

## Q4 – Designing Tomorrow

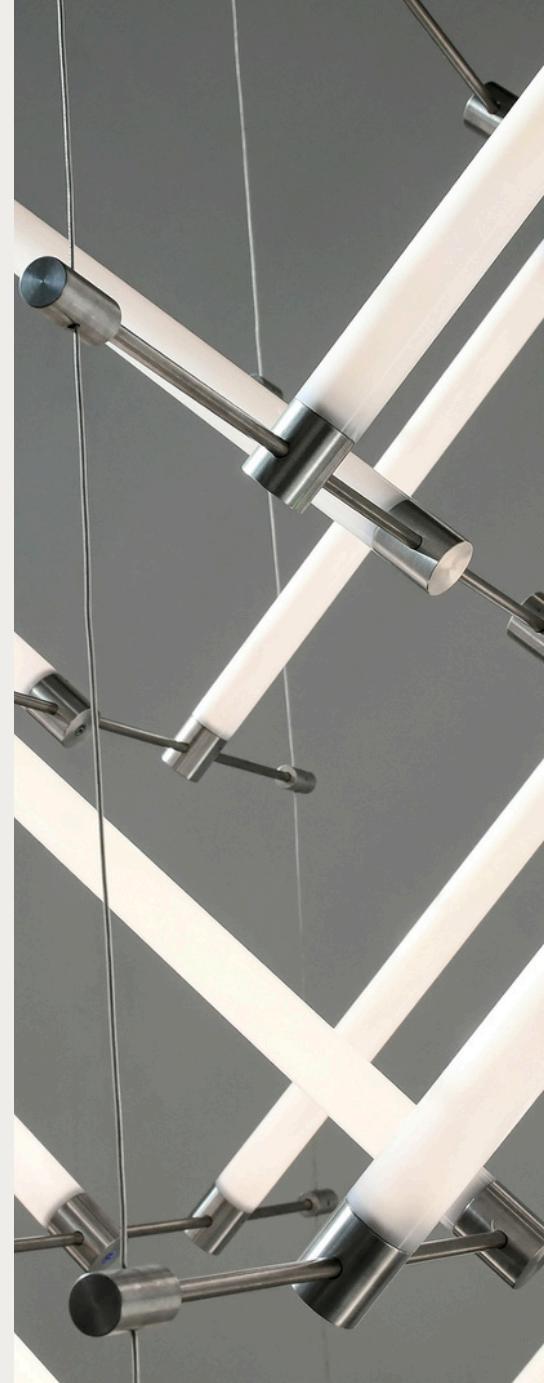
- Circular Cities: Urban projects building regenerative and self-sufficient systems
- Hospitality 2.0: Eco-conscious guest experiences shaping the future of travel
- Tech for Good: Industrial and digital design driving inclusivity and ecology
- Year in Design: A wrap-up of the most important sustainable highlights of 2026



# D5 DESIGN MAGAZINE

D5 MAG uniquely bridges five core design disciplines: **Architecture, Interior Design, Industrial Design, Furniture Design, and Lighting Design**, into one platform. We go beyond surface-level trends, exploring the innovations, ideas, and projects shaping the future of design worldwide.

We stand out because of our amazing audience. We connect with a **global community of architects, designers, and decision-makers**—the very people shaping their industries. They're not just keeping up with trends; they're inventing them. When you share your work through **D5 MAG, you reach more than design enthusiasts; you engage with the leaders shaping the design landscape of the future.**



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.



## Ready to reach the right audience?

Reach out to our team if you'd like to collaborate. Whether it's an editorial feature, a visibility boost, or a long-term partnership, we're here to build something meaningful with you and bring great design to an even wider audience.

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