

FORM BEYOND FUNCTION
YANKO DESIGN

2007 MEDIA KIT





AUTHORITY ON DESIGN

For the past 5 years, Yanko Design has introduced the best design. It has become the international authority on the cutting edge and the classic, the new and the rediscovered. It's all about the best. From technologies to concepts, from interiors to accessories, and from architecture to motoring - the aesthetic that surrounds you was introduced by Yanko Design. With readership in over 70 countries reaching the design elite across the globe, Yanko Design has gained global awareness and appeal.



THE READER

Yanko Design readers are affluent young professionals and voracious consumers with enormous spending power. They actively buy into products and services they read about in the magazine. Research shows they are passionate about design in all its form, whether that involves the quest for the sharpest white shirt, the perfect carry-on luggage or the most beautiful day bed. They live and breathe product design, architecture, interiors and fashion. They are often leaders in these fields, looking to Yanko Design for the inspiration from our unrivalled coverage of modern design. Rather than being mere spectators, our readers live in Yanko Design's world and have access to a seamless international marketplaces - the ultimate consumer dream.



READERS STATISTICS

- * 60/40 male/female
- * Median Age is 34
- * Core readership 18-40
- * University educated 90%
- * Postgrad degree 33%
- * 43% are single, 29% are married,
28% live with a partner
- * 76% live in the city centre
- * Mean personal income is \$102,690.00 USD
- * Mean household income is \$156,555.00 USD
- * Two thirds work in creative professions
(architecture, interiors, fashion, graphic design)
- * One third work in traditional professions
(finance, law, information technology, medicine)



TRAFFIC STATISTICS

* 250,000 unique visitors

* 1,200,000+ pageviews

* 60% United States

* 10% Canada

* 10% Japan

* 20% Others

* Google Analytics Statistics (August 2007)

Leaderboard
728 x 90 px
USD\$10.00 CPM

Not Available

Skyscraper
120 x 600 px
USD\$10.00 CPM

Medium Rectangle
300 x 250 px
USD\$10.00 CPM

* CPM stands for "cost per thousand impressions." For example, to have your ad appear 400,000 times at a CPM of \$10 would cost \$4,000 (400,000 impressions x \$10 / 1000).

The image shows a screenshot of the Yanko Design website. The header features the tagline "FORM BEYOND FUNCTION" and the "YANKO DESIGN" logo. A navigation menu includes "Home", "About", "Articles", "Top 80 Products", and "Contact Us". The main content area is divided into several sections:

- Modular Dishwasher by Anna Lopez:** A product listing with an image of a white dishwasher and a description of its modular features.
- Myto - Car Glass Chair by Konstantin Brück:** A product listing with an image of a car seat and a description of its design.
- Roslie Built In Surfboard by Marco Tames:** A product listing with an image of a surfboard and a description of its built-in design.
- Control Price Collection by Philippe Brack:** A product listing with an image of a collection of items.

On the right side, there are several sidebar widgets:

- Image Commercial:** A list of featured products with their names and counts.
- Site Syndication:** A section for sharing the site on various platforms.
- Quick Polls:** A section for conducting polls on the site.
- Timeline Designs:** A vertical scrollable list of design projects.
- Mini Categories:** A section for browsing different product categories.

Red boxes and lines are overlaid on the image to indicate ad placement areas:

- A red box at the top left is labeled "Leaderboard 728 x 90 px USD\$10.00 CPM".
- A red box on the left side, spanning the middle two product listings, is labeled "Not Available".
- A red box on the left side, spanning the bottom two product listings, is labeled "Skyscraper 120 x 600 px USD\$10.00 CPM".
- A red box on the right side, overlapping the "Control Price Collection" listing, is labeled "Medium Rectangle 300 x 250 px USD\$10.00 CPM".



FURTHER INFORMATION

If you'd like to partner with Yanko Design
and reach our audience, please contact our
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