

METROPOLIS

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METROPOLIS Readers are...

DECISION MAKERS

Over 50% of METROPOLIS READERS are owners or partners of architectural or interior design firms. They are successful, leading architects and designers, building the biggest projects in the industry.

DID YOU KNOW THAT:

- > Of METROPOLIS readers, 61.7% are directly responsible for recommending, specifying, and ordering product
- > METROPOLIS is read by architects who get a sizeable portion of their billing hours from interior design work
 - > 46% of architects bill 60% of their hours for interior design work
- > **93.9% of METROPOLIS readers take an action after seeing an ad**

METROPOLIS Readers Are In Charge

Job Title	
Principal	47.9%
Managing Partner/Partner	8.6%
TOTAL	56.6%
Age	median 43
Median Net Worth	\$573,000
Average Net Worth	\$954,000
Median Income	\$110,000
Average Income	\$209,000
Median size of architecture firm by revenue	\$2.2M
9.2% of these firms generate 25 million+/year	
Median size of interior design firm by revenue	\$795,000
10.8% of these firms generate 25 million+/year	

METROPOLIS Readers... Take Action!

73.9%	Visited an advertiser website
42.9%	Requested information from an ad
44.1%	Visited a showroom/called 800 number
31.6%	Cut out an ad
20.8%	Sent for a catalog

METROPOLIS READERS ARE LEADERS—and we're the only design magazine that reaches them.

Source: Erdos & Morgan 2006 Subscriber study of METROPOLIS magazine subscribers

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The Audience Your Company Can't Reach Anywhere Else

The most influential design professionals rely on METROPOLIS for their information. Our research shows that we reach a powerful audience that is not reached by other design magazines. METROPOLIS readers are A+D leaders—and we're the only design magazine that reaches them!

METROPOLIS readers are an exclusive audience

79.1% of our readers DO NOT read *Interior Design*

87.9% of our readers DO NOT read *Architecture*

64.6% of our readers DO NOT read *Architectural Record*

90.1% of our readers DO NOT read *Contract*

Industry professionals read METROPOLIS for coverage on:

Design innovations	89.7%
Design trends	87.3%
New products	74.7%
New materials	65.8%
Environmental issues	54.4%
Technology	40.3%
Product services advertised	31.6%
Events	25.9%
Collaboration	15.7%
Accessibility	12.1%

“METROPOLIS is the magazine I take home and make time to read. The articles provide inspiration and relevant information which helps me do my job. I also use the magazine as a source to find interesting architects and designers to enlist for speaking engagements at Gensler.”

—STEPHANIE EBAYER, ASSOCIATE, GENSLER

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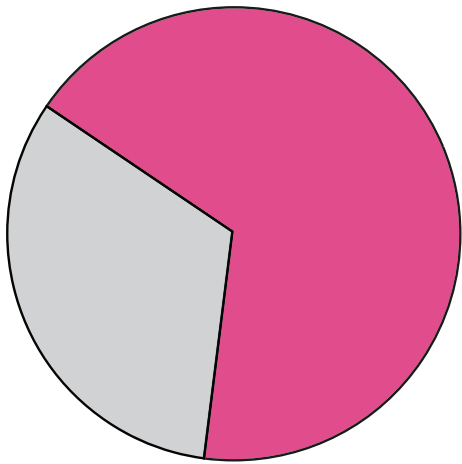
Source: Erdos & Morgan 2006 Subscriber study of METROPOLIS magazine subscribers

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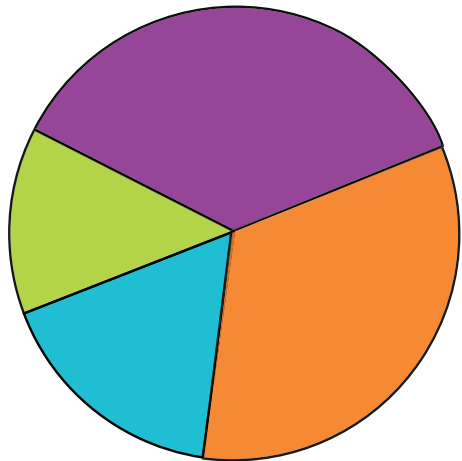
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A Market to Increase Your Sales

METROPOLIS Readers Represent All Fields in the Industry



▶ **69.7%** of METROPOLIS readers are Interior Designers/Designers and Architects



- ▶ Interior Designers/Designers – **36.8%**
- ▶ Architects – **32.9%**
- ▶ Facility & Corporate Managers/
Others Allied to the Field – **17.0%**
- ▶ Other – **13.3%**

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A Diversified Reach

When it comes to designing and building some of the biggest projects in the world, METROPOLIS readers are influential decision makers in all specialties of architecture and design projects.

■ % of METROPOLIS Readers' Current Projects

Dollar Values:

▲ Up to \$499,999

▶ \$500K-4.9M

▼ \$5M+



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* INDICATES TOP DESIGN FIRMS PER BILLED DESIGN FEES.

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