



AD

U.S. Media Kit
1H 2024

CONDÉ NAST



AD

*The International
Authority on Design*

Brand Mission

AD, the international design authority, celebrates the best of design today, captivating a millions of readers across a wide range of audiences wherever they are—video, digital, print, live—with rare access to the world's most extraordinary interiors, architecture, tastemakers, and products.

"Over the past 100 years, Architectural Digest has offered rare access to the world's most beautiful homes—compelling, relevant, and private spaces you will never see anywhere else—and the fascinating people who create and inhabit them. Celebrating the best in design, AD pushes the conversation forward, whether focusing on the future of our cities, showing a new generation to AD It Yourself, or being the premier resource for the design community. We seek to inspire and entertain on every platform while continuing to demonstrate our cultural significance, global influence, and staying power as the international design authority."

AMY ASTLEY, GLOBAL EDITORIAL DIRECTOR AND
US EDITOR IN CHIEF, ARCHITECTURAL DIGEST

1.6X

AFFLUENT
HOMEOWNERS

1.7X

TRADE
PROFESSIONALS

1.4X

INTERIOR
DECORATING
INFLUENTIALS

74%

ALWAYS LOOKING FOR
NEW IDEAS TO
IMPROVE MY HOME

3.0M

PRINT READERS

7.4M

AVG. MONTHLY
DIGITAL UNIQUES

22M

SOCIAL FOLLOWERS

53M

AVG. MONTHLY
VIDEO VIEWS

MRI-Simmons Fall 2022; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2022 monthly avg.; ListenFirst, followers as of 12/31/22, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2022 monthly average; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (09-22/S22)

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Brand Highlights

THE AD100 | Showcasing the best of the best in design for the coming year, the AD100 annual index of talent has served as the industry standard for high design and architecture since its 1990 debut. Celebrating the most innovative design and architecture, it's one of the few awards that has the potential to significantly raise a designer's professional profile and open doors to new clients and projects, and drives what's new and what's next, challenging the notions of style and taste and setting the vision for how the rest of the world lives for years to come.

OPEN DOOR | AD's "Open Door" video launched in 2017, the natural extension of our wildly popular print and digital home features, and from the start the early hits captured a zeitgeist. While its premise is simple—house-proud superstars highlight their property—the execution's anything but: AD's editors often scout a project for years to secure exclusive, unparalleled access. Only when it's camera-ready do private celebrities invite us in, more intimate than any studio shoot—really trusting AD and none other to capture the soul and spirit of their personal spaces.

AD PRO | AD PRO is the ultimate resource for design industry professionals, a members-only community that allows design pros to tap into the minds of AD editors and industry experts, offering a level of access, information sharing, and reporting they can't find anywhere else.

AD PRO DIRECTORY | Launched in January 2023, AD PRO Directory is the essential resource for designers and consumers, an online resource showcasing vetted-by-AD designers, aligned with the power and influence of the AD brand, and providing a premium listing for consumers to source top-tier talent for upcoming projects and renovations.

AD RECOMMENDS | Inspired by AD's Open Door franchise we will launch a NEW platform that recommends products as seen in Open Door episodes inspiring consumers to get the look. Including a list of products curated by our editorial team, AD will create an ecosystem around our successful video franchise while including elements brands can integrate, align and amplify around.

AD IT YOURSELF | Featuring access to top design experts as only AD can, AD It Yourself showcases elevated DIY projects and actionable advice from the pros—with step-by-step photos, videos, tips, shopping lists, and more—reaching design enthusiasts eager to create the looks they love in their own homes.

CLEVER | Clever empowers readers with design advice for real life, including comprehensive product guides, shoppable features, and inspiring small-space home tours that speak to renters, renovators, and serial decorators alike.

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Production Schedule and Rate Cards

FEBRUARY 2024 - THE FUTURE OF DESIGN ISSUE

CLOSE DATE: 11/21/23 ON SALE DATE: 1/23/24

MARCH 2024 - THE STAR POWER ISSUE

CLOSE DATE: 12/21/23 ON SALE DATE: 2/20/24

APRIL 2024 - THE SUSTAINABILITY ISSUE

CLOSE DATE: 2/1/24 ON SALE DATE: 3/26/24

MAY 2024 - THE INTERNATIONAL ISSUE

CLOSE DATE: 2/29/24 ON SALE DATE: 4/30/24

JUNE 2024 - THE CREATIVES AT HOME ISSUE

CLOSE DATE: 4/4/24 ON SALE DATE: 6/4/24

JULY/AUGUST 2024- THE SUMMER LIVING ISSUE

CLOSE DATE: 5/9/24 ON SALE DATE: 7/9/24

SEPTEMBER 2024 - THE STYLE ISSUE

CLOSE DATE: 6/13/24 ON SALE DATE: 8/13/24

OCTOBER 2024 - THE CITY LIVING ISSUE

CLOSE DATE: 7/18/24 ON SALE DATE: 9/17/24

NOVEMBER 2024 - THE REINVENTING TRADITION ISSUE

CLOSE DATE: 8/15/24 ON SALE DATE: 10/15/24

DECEMBER 2024 - THE ART AND LUXURY ISSUE

CLOSE DATE: 9/19/24 ON SALE DATE: 11/19/24

JANUARY 2025 - THE AD100 ISSUE

CLOSE DATE: 10/17/24 ON SALE DATE: 12/17/24

PRINT OPEN GENERAL RATE CARD

Page: \$163,478.51

Cover 2: \$196,146.13

Cover 3: \$171,598.61

Cover 4: \$204,336.43

*Dates and rates subject to change.

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