



Intuition... insight, instinct, inspiration...

DesignIntuit.com is an interactive magazine about the exploration and experience of interior design. We create an environment to further the premise that education and seeing through the mind's eye elevates our lives, dwellings and travels.

DesignIntuit was launched in 2000. We enjoy a consistent following and are a leader in the category of interior design, lifestyle and travel publishing. Future plans for DesignIntuit include new issues, robust calendar databases, interactive design projects, and in depth coverage of design rich locations.

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SAMPLE WEBSITE PAGES



***DesignIntuit* Characteristics**

- an electronic decorating and design databank gathered from diverse sources: books, TV, magazines, museums, the Internet, trade shows and their publications, design centers, catalogues, and newspapers
- a compendium of ideas and trends, profiles on companies and products, design styles and practices presented in a visually appealing intuitive format
- an educational and informative design tool efficiently modeled to provide design principles and methods for practical use
- a calendar of interior design events such as design center shows, Philanthropic show houses, historic house tours, ideas houses, home and garden exhibitions

Target Audience

DesignIntuit.com is targeted to worldwide viewers interested in the collection, experience, exploration, knowledge, insight and practice of design intelligence.

Target-Audience Demographics

Male/Female = 42/58%

Median Age = 38.5 years

Median Household Income = \$123,131

68% college graduates

47% are in professional/managerial occupations

Median home value = \$327,227

Source: Subscriber feedback

Site Statistics



Designintuit.com

designintuit.com

An interactive magazine about the exploration and experience of interior design.

Avg. Review for designintuit.com: ★★★★★

Traffic Rank for designintuit.com: **1,553,399**

View [Alexa](http://www.alexa.com) for current traffic ranks at:

http://www.alexa.com/data/details/traffic_details?q=&url=www.designintuit.com

Content & Layout Features

Focus

In this section we explore decorative arts, architecture, and the art of a selected location. Through the basic visual impressions of shape, materials, structure, color, texture, and size, we isolate and identify elements of style germane to that place. By focusing on these highlighted elements of style we learn about the history, terms of decoration, and period style.

Marco Polo's Quest

We explore how art, history and culture impact interior design and find those intrinsic character and style elements of a design rich location. By exploring the shops, meeting the artisans, visiting time honored manufacturers, we teach through the experience of authenticity.

While trekking through these special places we stop to savor and report on divine restaurants, interesting lodgings, informative guides and guidebooks, and what ever else enriches our travel design experience.

Michelangelo's Den

This is the practical, how-to section. We review lessons in design: what it is, how to recognize it, how to apply it to individual tastes. We work through real examples and provide informative responses to interior design scenarios. We teach our audience how to design like a pro - and even show them how to work with a pro. Design experts provide sound advice on matters of creativity, inspiration, practicality, and style.

Great Sites & Sources

We are out looking for simply the best products, companies, sources, and collections available today. We review them and gather a comprehensive list to help save our audience both time and energy. Through our reporting, we uncover the unique, to-the-trade-only sources not easily found and certainly not compiled in any other publication. ***DesignIntuit*** does not accept advertising dollars from any of the companies we review - so we are unbiased. Our goal is simple - to bring the best home for our audience.

Tiles and Textures

The content in this section corresponds with our *Focus* section's decorative and architectural design-theme. From authentic textiles, furniture, decorative accessories, doors and windows, to craftsmen - we provide the outlets to help our audience achieve original and authentic designs of the highest quality and integrity.

Tools & Terms

This section provides more in-depth, educational aspects of design through definitions and charts that extend the design process. We add to this section throughout the year, gathering essential and descriptive terms so our viewers learn and "speak" the language of the decorative arts. We offer glossaries, historical terminology, mini-biographies on artists and craftsmen, material definitions, and renderings of elements.

Reading

There are many great sources for interior design worldwide. In this section, we offer our choices for the best resources for education and ideas. We aim to assist our subscribers in the pursuit of design education and hope to facilitate that goal with the best materials available.

Calendar

This is the place to find the most complete and robust collection of interior design events--featuring philanthropic designer and decorators' show houses, corporate idea house, unique home and garden tours, historic dwellings tours. We have the most extensive calendar available on any media and are expanding this feature to include global events, castle and manor tours, and the venerable National Trust properties

Advertising Opportunities

All rates are for placement in current issues and will be added to new issues as they are published. All issues are archived in an intuitive, easy-to-access format.

Sponsorship

All sponsorship rates are on an annual basis.

Premium Sponsorship \$2500.00

MAIN INDEX TEXT LINK hyperlinked to advertiser's website and highlighting company logo. Business category exclusivity provided.

BANNER hyperlinked to advertiser's website posted on all cover pages. Creative consideration and collaboration guides size.

BANNER hyperlinked to advertiser's website posted on 35 high traffic pages. Creative consideration and collaboration guides size.

ENHANCED LISTING in Sites and Sources section featuring contact information, a 180 W x 100 H pixel image hyperlinked to advertiser's website, along with descriptive text. (Based on integrity promise to viewers, publisher reserves all rights to publish).

ADVERTISEMENT placed below Calendar section on each issue.

Elite Sponsorship \$1500.00

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ADVERTISEMENT placed below Calendar section on each issue.

Status Sponsorship \$800.00

BANNER hyperlinked to advertiser's website posted on 15 high traffic pages. Creative consideration and collaboration guides size.

ADVERTISEMENT placed below Calendar section on each issue

To discuss the sponsorship of the entire magazine, please contact the Publisher, Tera Crain Barnes at (415) 789 0105, and tera@designintuit.com

References

The following sources were used in the research of statistical and background information for this document:

- The ClickZ Network - www.clickz.com
- Dr. "E Biz" - Dr. Ralph F. Wilson, Editor - rffwilson@doctorebiz.com
- Inc. Magazine - <http://www.inc.com/research/0,3469,,00.html>
- List Universe - <http://list-universe.com>
- Home Show, Architectural Digest
<http://www.mmart.com/homedesignshow>
- Business Plans Online - <http://www.bplans.com>
- Copyright Online - <http://www.benedict.com/digital/www/webiss.htm>
- Newsletters - <http://newsletteraccess.com>
- Web Business - <http://www.bizweb2000.com>
- Internet Glossary - <http://www.icactive.com/internetglossary.html>
- U.S. Census Bureau - <http://www.census.gov>
- Online Atlas - <http://cyberatlas.internet.com>
- I-Advertising Forum - <http://www.internetadvertising.org>
- Architectural Digest - www.archdigest.com
- ABOUT - www.about.com
- SRDS - www.srds.com
- C/NET - www.cnet.com
- MSN - www.msn.com
- E-BIZ - www.ebiz.com
- Web Marketing Today - <http://wilsonweb.com/wmt>
- The Industry Standard - www.industrystandard.com
- ZDnet - www.zdnet.com