

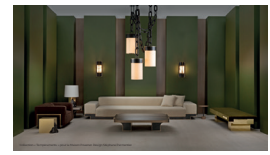
DOMODECO

MEDIA KIT

2020 COLLECTION

A SOURCE OF INSPIRATION
FOR EXCEPTIONNAL PROJECTS

**DECO
ARCHI
DESIGN**



Le projet est né d'un dialogue entre l'architecte et le client. L'objectif était de créer un espace de vie moderne et fonctionnel, tout en respectant l'héritage architectural de la demeure. Les choix de matériaux et de couleurs ont été soigneusement étudiés pour assurer l'harmonie et la cohésion de l'ensemble.



Une notion de luxe tournée vers l'être plutôt que vers l'avoir.



DOMODECO

THE REFERENCE DECO-ARCHI-DESIGN MAGAZINE IN THE RHÔNE-ALPES REGION WHICH FOR 10 YEARS HAS FIGURED OUT THE TRENDS AND PRESENTED THE BEST PRODUCTIONS OF ARCHITECTS, INTERIOR DESIGNERS, DECORATORS AND DESIGNERS.

EDITORIAL POLICY

DOMODECO IS A SOURCE OF INSPIRATION FOR THE PURCHASE ADVISORS AND THE AB+ CUSTOMERS HAVING LAY OUT OR REFURBISHMENT PROPOSALS. THE SUCCESS OF OUR EDITORIAL POLICY RESTS ON TWO PILLARS :

- 1/ A strong regional anchoring with the highlighting of news, of the skills and the constructions of the local professionals. This arouse a true interest for the readers who identify more easily with a local editorial background.
- 2 / A comprehensive national content figuring out the trends and last product novelties we single out in the main exhibitions dedicated to interior decoration, architecture and design.

PRODUCT POSITIONING, TARGET AND READERSHIP

AN UP MARKET MAGAZINE DUE TO ITS FORMAT, ITS QUALITY PAPER, ITS GRAPHIC CHARTER AND ITS CONTENT. IT TARGETS THREE TYPES OF READERS :

- **The AB+ customers** with a high purchase power who have estate projects or refurbishing ones, as well as people keen on on decoration and design,
- **The potential advisers who are architects, interiordesigners, decorators, area designers, real estate developers, design offices and the students of design schools.**
- **Hotel owners, purchase managers, hotel managers, operation supervisors and restaurant owners.**

They all find in DOMODECO magazine **new inspirations** to conduct their projects.



CIRCULATION AND PARTNERSHIPS

AN EFFECTIVE DISTRIBUTION NETWORK FOR AN OUTSTANDING VISIBILITY OF YOUR COMMUNICATIONS THROUGH THE RHÔNE-ALPES REGION.

A quality targeted delivery :

In the top of the range establishments and shops having a premium clientele, that are showrooms dedicated to interior decoration and home refurbishment, luxury hotels, restaurants, golf courses, estate agencies, solicitors' offices, brandname ready to wear fashion stores, premium car dealers.

Envoi to the prescripteur :

A nominative sending to the architects, interior designers, decorators, area designers, design offices, hotel owners.

Exhibitions and Fairs :

The magazine is offered to the visitors during the fairs and exhibitions dedicated to decoration, architecture and design which Domodeco is a press partner with : **MAISON & OBJETS PARIS, ARCHITECT@WORK LYON, EQUIPHOTEL PARIS.**

Digital mailing :

We mail our e-magazine to more than 6 000 contacts, that means the professionals and all the people who subscribed to our newsletter.

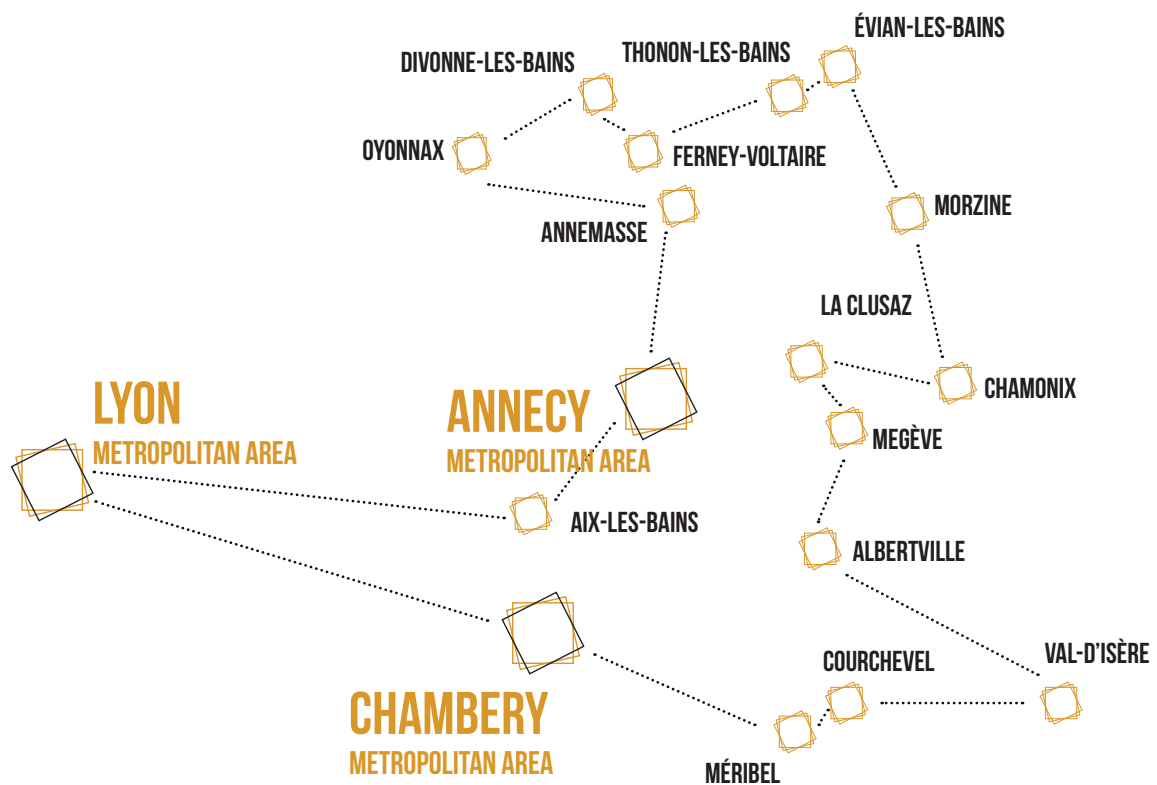
AREA OF CIRCULATION RHÔNE-ALPES

FOR POWERFUL COMMUNICATIONS THROUGH THE SECOND ECONOMIC AND TOURISTIC REGION IN FRANCE.

Our magazine is circulated in the **Lyon, Ancecy and Chambéry** metropolitan areas, in the main towns of the Savoie and Haute-Savoie departments, **Aix-les-Bains, Albertville, la Roche-sur-Foron, Annemasse, Saint Julien-en-Genevois, Thonon-les-Bains, Evian-les-Bains**, as well as the main ones of the AIN department next to or part of the Geneva conurbation, **Divonne-les-Bains, Oyonnax et Ferney-Voltaire**.

During the winter sports season, from december to march, DOMODECO is circulated too in the six premium resorts which are **Courchevel, Megève, Chamonix-Mont-Blanc, La Clusaz, Meribel et Val d'Isère**.

Since our magazine is distributed during the professional events we are partners with, its reputation has broaden beyond the only Rhône-Alpes region.




FORMATS & RATES HT RHÔNE-ALPES ISSUE




ILS L'ONT DIT, ILS L'ONT CRÉÉ

“ JE VEUX QUE LA CRÉATION SOIT UNE DÉCOUVERTE. UN VOYAGE VERS D'AUTRES HORIZONS. MON MÉTIER EST DE COMPRENDRE UNE MARQUE, SON ADN, SON HISTOIRE MAIS J'AIME AUSSI PASSER LES VITESSES ET VOIR DÉFILER DE NOUVEAUX PAYSAGES ! ”

Stéphane Perronnat
Architecte d'Intérieur/Designer




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by Borsooli Collection

Image: photograph by Philippe Gagnier - Object: design by Christophe Borsooli - Collection: Nivana




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CLAUDE CARTIER
INSIDE GALLERY #9

L'orangerie contemporaine selon Claude Cartier

Plus qu'une simple décoration intérieure, Claude Cartier peut être défini comme un architecte d'intérieur. Dans la résidence Claude Cartier, il a créé un espace d'habitat contemporain qui incarne l'élégance et le confort. Son approche est basée sur la création d'un environnement de vie harmonieux et équilibré. Son objectif est de créer des espaces de vie fonctionnels et agréables, où l'architecture s'intègre parfaitement à l'habitat. Son travail est basé sur la création d'un environnement de vie harmonieux et équilibré. Son objectif est de créer des espaces de vie fonctionnels et agréables, où l'architecture s'intègre parfaitement à l'habitat.

CLAUDE CARTIER
03 83 41 18 01

FOR 1 PUBLICATION

HALF PAGE, ON THE RIGHT HAND PAGE « THE TALE OF THE MONTH »	2 850 €
FULL PAGE	4 275 €
EDITORIAL ADVERTISING PAGE	4 575 €
PAGE IN FRONT OF THE EDITO	4 725 €
PAGE IN FRONT OF THE SUMMARY	4 425 €
2ND AND 3RD COVER	4 875 €
BACK COVER	5 775 €
DOUBLE PAGE	6 675 €
EDITORIAL ADVERTISING DOUBLE PAGE	7 125 €
GRAPHIC DESIGN OF YOUR ADVERTISING	500 €
MAGAZINE INSERT	DEVIS PERSONNALISÉ

GOODWILL CONDITIONS

Remises multi-parutions :

2 publications = **30%**
 4 publications = **40%**
 6 publications = **50%**

For 7 publications or more : **10% more**

Discount for agencies (purchase of advertising spaces) = **15%**

BALSAN LA FIBRE CRÉATIVE 100% MADE IN FRANCE

UNE VISION ABOUT-GARISTE

STUDIO HAUTE COURSE, SOLUTIONS ET IMAGINATION



SCHEDULE OF 2020 PUBLICATIONS

8 ISSUES TO BE COLLECTED

7 ISSUES OF DOMODECO MAGAZINE

JANUARY/FEBRUARY — MOUNTAINS IMPRINT-ATMOSPHERES, EXCEPTIONNAL CHAETS AND OPTIMIZED FLATS / COCOON COATINGS / OBJECTS TO COLLECT

MARCH — DECORATION & DESIGN 2020 TRENDS WITH MAISON&OBJET PARIS / MATERIALS NEW COLLECTIONS / WALLPAPERS & TEXTURES / OUTDOOR - NOTEWORTHY SWIMMING POOLS

APRIL — THE USE OF COLOURS IN DESIGN, DECORATION AND INTERIOR DESIGN / OUTDOOR SPECIAL : FURNITURE - MATERIALS - TEXTILES - SUN SHELTERS - OUTSTANDING OUTDOOR LAYOUTS

JUNE — SPECIAL SALONE DEL MOBILE MILANO-2021 TRENDS / EVASION-ARCHITECTURE WITH A SEA VIEW-THE MOST BEAUTIFUL HOTELS ALONG THE WATERSIDE / YACHTING / UPMARKET LAYOUTS

OCTOBER/ NOVEMBER — MAISON&OBJET PARIS TRENDS / KITCHENS - THE NEW SETTINGS FOUND ON EURO CUCINA MILANO/ LIGHTS / A NEW GENERATION OF OFFICES / ARRANGEMENT

OCTOBRE/NOVEMBRE — ARCHI IN STARS COMPETITION BY DOMODECO - THE DISCLOSURE OF THE 2020 CHAMPIONS/ HOTEL UNIVERSE INSPIRATION IN PARTNERSHIP WITH EQUIPHOTEL PARIS EXHIBITION / BATHROOM TRENDS SINGLED OUT IN THE INTERNATIONAL BATHROOM EXHIBITION MILANO / CERAMIC TILES DISCOVERED DURING THE CERISAIÉ FAIR

DECEMBER — MOUNTAINS SPECIAL ISSUE N° 5 – 2021 SEASON – A NUMBER DEDICATED TO THE ART OF LIVING AND LUXURY IN THE MOUNTAINS PRESENTING THE BEST OF THE ALPS IN THE AREAS OF ARCHITECTURE, DECORATION AND DESIGN WITH IN PARTICULAR THE MOST BEAUTIFUL CHAETS OF THE MOMENT

ANNUAL B_{TO}B ISSUE

MAY 2020 BOOK OF PROJECTS N° 5- ARCHITECTURE AND INTERIOR DESIGN

Being a true bunch of information, this book aims at inspiring professionals and feeding their creative process in the development of their residential projects, in the service sector and about hotel properties.

Circulation :

- ◆ **A nominative sending to architects**, interior designers, decorators, residential designers, area designers, design offices
- ◆ Offered to the visitors of the **next BtoB events** Domodeco is partner with : **ARCHITECT@WORK LYON (06/2020)**, **MAISON & OBJET PARIS (11/2020)**.
- ◆ Offered to the students of the **3 main interior design schools in LYON** : ESAIL, EDAIC, CREAD
- ◆ Made available in **the showrooms of our partners** who have a professional clientele

AND BOOK NOW

JANUARY 2021 — COLLECTOR SPECIAL ISSUE

BEST OF THE PRIVATE VIEWINGS/ WHAT THE KEY INTERIOR DESIGNERS AND DECORATORS HAVE BEEN TAKEN WITH IN 2020 ?

DELEGATED PUBLISHING

Armed with our experience in the fields of decoration and interior design, as well as in the skills of printing and graphics, we are able to create your personalised communication media : editorial contents, brochures, brand-made magazines, books.

- › **Study and estimate on request**

EVENTS

SINCE WE HAVE WORKED AND GROWN **FOR TEN YEARS** IN THE FIELDS OF DECORATION, INTERIOR DESIGN AND DESIGN, DOMODECO HAS DEVELOPPED **A POWERFUL NETWORK OF PURCHASING ADVISORS** WITH WHOM WE HAVE NARROW TIES IN THE RHÔNE-ALPES REGION.

Nowadays we organize events for the players of the sector. They are favorable times for them to talk with architects, interior designers, decorators, as well as with hotel owners and managers, restaurant owners.

DOMODECO'S EVENTS

- ◆ **Archi IN STARS 2020 Competition**

For the second time DOMODECO invite applications to its interior design competition to promote the tomorrow's talents and to honor the most successful residential projects in the metropolitan area of LYON

This competition intends to put in the spotlight the young generation of interior designers ; they personify the dynamism of our city.

We offer you to contribute to the promotion of interior design by becoming a partner of this competition. So, you will benefit an outstanding visibility by this new generation who are the major tomorrow's players.

- › **Proposal of partnership on request**

- ◆ **Thématic Workshops**

In 2020 Domodeco initiates its INSPIRATION LIVE SESSIONS during which we will present outstanding products to the purchasing advisors.

- › **Ask for our Events Kit of the 2020 sessions**

- ◆ **Inspiration dinners by DOMODECO**

Give a speech to the best players of the moment and to the rising stars of the Rhône-Alpes region by taking part in the Inspiration dinners DOMODECO. In a small intimate dinner party, in an uplifting place, you will build personal links with the purchasing advisors and be able to show your products in an ultra-special way.

- › **Organisation and personalised estimate**

ACCOMPANYING YOUR EVENTS IN THE RHÔNE-ALPES REGION

DOMODECO has a strong experience in this field. Our skill and our advisors' network are available for making your event a success : the opening of a showroom, the of new collections, the launch of products or new brands

- › **Proposals on request**

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