

bespoke

HOMES • DESIGN • ARCHITECTURE

ANNUAL PUBLICATION

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*Showcasing the
extraordinary*

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Bespoke is an annual publication that celebrates the projects and people that stand out in the homes, design and architecture industries. The high-profile publication's raison d'être is to provide a cutting-edge platform to a growing cluster of professionals working in design, architecture and interiors. The publication is after best practices and award-winning projects that are a cut above the rest and that manage to leave a mark of distinction.



Bespoke will be Malta's largest publication in its sector, showcasing the extraordinary and providing extensive coverage to projects that reach new heights. The local interior architecture and interiors industries are finally maturing at a fast pace. New architecture firms and practices run by talented professionals producing some superlative work and distinguished creative homes and work places are fast emerging.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, Bespoke is backed by a specialised team of editors and journalists, as well as a large dedicated team of creative and art directors, marketing strategists, social media experts and a strong arm of sales and business development.

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1 Bespoke Content, Design & Photography

The house is made up of two parts: the main house and a number of adjacent rooms which were built up over the years and used for storage. In the main section, the ground floor housed the animals which were used when the quarry was in operation over 100 years ago; the owners explain, speaking of a time before machinery took the place of manual labour. This area now makes up the dining room, TV room, living room and kitchen, while the floor above, where the quarry owners themselves used to live, now houses the master suite, comprising the main bedroom, walk-in wardrobe and shower area.

A newly-built corridor links the two sections of the house, leading you to another two bedrooms with their own ensuite, laundry room and study. Beyond the house, however, is truly the defining feature of this exceptional property – the garden – which lies on the quarry itself. The garden has a number of different levels. As one area was quarried, the workers would shift the rocks to one side and create one level there, and then do the same thing as they made their way through the garden, they explain.

“The ground floor housed the animals which were used when the quarry was in operation over 100 years ago.”

The outdoor staircase, inspired by a design by Zaha Hadid, is one of the recent features chosen in the space.



The owners bought the place towards the end of 2012, and, signing the contract in 2013, gave themselves a year to do it up, from permit to moving in. This is no mean feat with any property, but when they reveal the state it was in at the start, the timeline beggars belief.

Bespoke publication is produced and published by Content House Group, Malta's largest publishing house, managing over 20 brands in print and online media, and employing a team of 40 professionals working in the creative industry of content generation, graphic design and photography.

Bespoke is entrusted to the Group's talented pool of resources including our team of journalists, writers and editors, as well as some of the best photographers based in Malta.

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2 Bespoke Printing Specs & Quality

Make no mistake – this will be the largest publication on the island in the interiors & architecture segment. We are also investing heavily in high printing specs, including a special binding process, matt lamination, high-grammage paper and spot UV varnish. Expect a 200+ page publication – a truly unique product that will showcase projects that reach an outstanding level of finish, quality and creativity.

3 Bespoke Sponsored Content

We have set high standards. We are accepting a limited number of sponsored content articles to feature specific unique projects/best practices and/or to showcase a superlative practice and/or line of products. Projects, themes and the overall pitch have to match the personality and tone of the publication. Bespoke is going to be very selective in this department!

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4 Bespoke Distribution

We are also investing in a distribution network aimed at successful engagement with thousands of readers and great efforts are already being made to ensure that we are engaging with the right audience. As part of our in-house distribution structure, we have a team of people constantly working and refining bespoke distribution networks for our 20+ media brands. As far as Bespoke is concerned we have set a premium distribution model to ensure the highest exposure with the right audience.

With a shelf life of 12 months, Bespoke will be distributed at critical and relevant distribution points including leading architects and architecture firms, interior architects and designers, M&E engineers, project managers, companies and firms that work in the construction and finishing sectors, real estate companies, shops and outlets that specialise in interiors and home decoration, public places including trendy cafeterias and hotels, hospital waiting areas and newsagents.

The publication is being distributed to a very large cross-section of businesses including:

- Distributed to leading architecture firms, architects, interior architects and interior designers
- Distributed to project management companies, managers and M&E engineering firms
- Distributed to leading shops specialising in homes and interiors
- Distributed to companies and firms working on construction, finishing and turnkey
- Distributed to real estate companies
- Distributed by courier to leading business people, CEOs and top-notch companies operating in Malta
- Distributed to embassies and consulates in Malta
- Distributed to banks in Malta
- Distributed to leading business centres, as well as four and five-star hotels in Malta
- Distributed to leading cafeterias, shops, gyms, hair stylists and similarly pitched outlets
- Distributed to leading public and private hospitals
- Available at leading newsagents in Malta, including WHSmith and Agenda Bookshop
- A digital magazine version is available on issuu



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QUALITY

The magazine's dimensions are: 230mm (W) x 290mm (H) and it will be produced in high printing specifications including lamination on the cover with bespoke touches and finishes.



ADVERTISING RATES

Inside Front Cover Spread: €3,000

Inside Back Cover: €2,000

Back Cover: €3,000

Premium Cover Spreads: €2,500

(Running order for Premium Cover Spreads is being offered on a first come, first served basis)

2 Full Pages or a Spread: €2,000

Full Page: €1,500

ALL PRICES ARE EXCLUSIVE OF VAT.

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SPONSORED CONTENT RATES

The publication will include a number of high profile project features and/or interviews conducted by our team of journalists and editors. Top photographers will be assigned to take bespoke shoots and the features will be designed in-house by our bespoke artists.



PROJECT SHOWCASE – 8 PAGE FEATURE: €7,500

An extensive 8-page feature that will either showcase a home, interiors and/or architecture project and/or a relevant product/line of products in an elaborate and artistic fashion. A senior journalist and top photographer will be assigned to work on such bespoke pieces. We will accept very few such features – only projects that stand out and are relevant to our target audience.

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INTERVIEW – 6 PAGE INTERVIEW €4,000

Bespoke will also be offering a limited number of interviews with leading personalities in the world of architecture, interior design, homes and interiors. A senior journalist and our own photographer will be assigned to produce a bespoke piece. Our in-house artists will work on the graphic design.



“A house like this can have quite a high CO2 footprint, so we tried to put in systems to generate and use as much of our own electricity and water as we can.”

As for the house itself, its unique construction is also worthy of note. “From the north-facing side, the facade looks quite imposing because it has no windows, but from the south-facing side, it’s all open and full of windows. As for the garden, the levels make it what it is – if it was flat, it wouldn’t be as beautiful,” they say.

Apart from a number of personal favourite elements including the light throughout and the sculptural staircase, the pair also consider the layout to be an attractive element. ■



TERMS & CONDITIONS

Advertising and Production Rates are exclusive of VAT

Advertising Rates exclude artwork production

Artwork Creation: €150 - Artwork Resizing: €50

A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.

Invoices will be issued upon publication of magazine. Terms of payment – 30 days from date of invoice.

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PRINTING SPECIFICATIONS

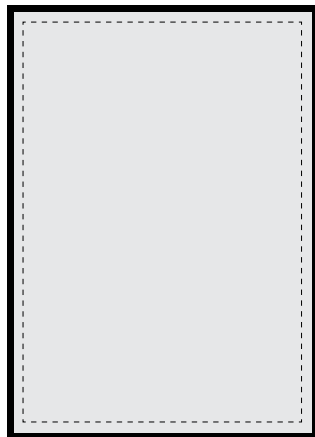


2 Full Pages or a Spread/ Inside Front Cover Spread/ Premium Cover Spread

Trim Size: 460mm W x 290mm H
Text Safe Area: 446mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 470mm W x 300mm H
Bleed: 5mm bleed all round

IMPORTANT:

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.



Full Page/ Inside Back Cover/ Back Cover

Trim Size: 230mm W x 290mm H
Text Safe Area: 216mm W x 276mm H
Gutter Allowance: 7mm
Bleed Size: 240mm W x 300mm H
Bleed: 5mm bleed all round

GENERIC SPECIFICATIONS

Crop Marks: Not required

Binding: Perfect bound

Format: PDF / JPG

Resolution: Minimum 300DPI

Convert to CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

For more information contact:

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