



FORM

PIONEERING DESIGN

2017 Media Kit

PULSE Weekly
www.formmag.net

A PUBLICATION OF BALCONY MEDIA, INC.



BALCONY MEDIA, INC.



OUR MISSION

Successful development in the 21st century is judged by more than creativity and ROI. The imperative of environmental responsibility, social justice and unpredictable economic cycles make optimizing all kinds of project returns more challenging than ever. Projects that meet these challenges demonstrate innovation based on evidence-based research, a sense of adventure, and delight in achieving high-level goals.

Can a design publication really cover real estate and architecture without including concepts like upcycling, big-data, automated manufacturing, and the changeability of media into discussions of color, shape, excitement and daring?

FORM, with its emphasis on the value of design, fills a void left by other national publications. It challenges the very notion of design itself. Intelligent and visually stunning, FORM presents design as you've never seen it.

Balcony Media, Inc. presents our dialogue on the value of design as a website and a weekly newsletter. Our readership includes design and real estate professionals in many disciplines including architecture, interior design, facilities management and real estate development. Our products are opt-in and boast a high above-industry-standard open and click-through rates. www.formmag.net.

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BALCONY MEDIA, INC.

2017 EDITORIAL CALENDAR

	Theme	Workbook	Design that Pays Expert Q&A	Special Features	Regular Posts
Q1	New Talent	Projects by up-and-coming talent	Developing new business	Interior design, kitchen & bath, and flooring	Gray Notes, expert interviews, 5 in Design, events, book reviews and more
Q2	Innovation	Master planning	How technology saves money	Lighting, furniture, business trends and modular solutions	
Q3	Adaptive Reuse	Development projects and deals	Collaboration between disciplines	Landscape, heating and cooling, and long-lasting materials	
Q4	Education	Award-winning projects	High-performance products	Mentors, sustainability and buyers guide	

READERSHIP

MALE 55%
FEMALE 44%

AGE 18-49 66%
AGE 50+ 34%

EDUCATION

BA or higher 88%
Associate Degree 8%
Student 4%

READERS OF FORM USE IT AS A ...

Design trends resource 30%
News source 22%
Product resource 18%
Way to follow colleagues' work 15%
Source of entertainment 15%



**99% of
readers say
ads in FORM
influence their
buying
decisions**

**I have to be honest. Most architecture publications
I just browse. With FORM I stop and
look at every single page.**

-Tim Roberts, AIA, Roberts Architectural Concepts, Miami, FL

CIRCULATION AT-A-GLANCE

Over 10,000 unique monthly visitors to www.formmag.net

More than 2,000 high-profile followers



1500 LinkedIn group members, many international



3,800 **PULSE weekly** opt-in readers

50% of readers forward **PULSE** to their friends

25% open rate Pulse Weekly and 15% click-thru

Sponsorship of **tradeshows** such as ULI Marketplace, Dwell on Design
and RICS Summit of the Americas

I appreciate the way the FORM tackles different themes. It dissects the theme, showcases a wide range of work, and highlights ideas from corporate architects to theory-driven academics.

-Carol Knauff, The Staubach Company, San Francisco

ADVERTISING RATES

PULSE: Weekly Newsletter

1 Month

1 Week

- Right Hand Sidebar
Pixel Dimensions: 250W x 250H

\$1000

\$275

FORMMAG.NET

1 Year

3 Month

Home Page

- Top Banner: 1200W x 60H (one of 6 rotations)
- Right Hand Sidebar
Pixel Dimensions: 250W x 250H

\$5000

\$750

\$3000

\$875

Secondary Pages

Pixel Dimensions: 250W x 250H (may be available in stack of 3)

Additional Opportunities

Sponsored content, dedicated e-blasts, website sponsorship, social media campaigns, earned media events

SPECS

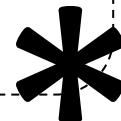
Web-ready 72dpi art should be in GIF, JPEG or PNG format.

TO ORDER

Insertion Order: Ann Gray ann@formmag.net

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The average
FORM reader
spends more
than one minute
on the site per
visit



PULSE WEEKLY

NEWS, BOOKS AND PRODUCT COVERAGE



John Frane's Next Chapter

Once known as half of the duo, Predock Frane, John Frane is now embarking on a new chapter in his career as an associate vice president and principal of [HGA](#). Frane joined the firm about two months ago, immediately after he and Hadrian Predock parted ways last summer. "I am so proud and grateful for so many of the projects Hadrian and I did together," says Frane, who adds that he can't pick a favorite child when it comes to the work they accomplished. We sat down with Frane to discuss his new role. [Read more.](#)



A more perfect LA? Excavating the Cycleway

The Arroyo Seco corridor, connecting Pasadena to downtown Los Angeles and thus a significant commuter thoroughfare, is an appropriate lens through which to examine a slice of the city's complex transportation history. Horace Dobbins's never-completed bicycle "Cycleway" path is depicted alongside the Red Car line, once part of the most extensive public transit system in the country before tracks were demolished to make way for automobiles and freeways. For future-minded Angelenos with a renewed passion for public transit, bicycle commutes, and even trekking through the city on foot, these memory maps of old routes tantalize us with the



Banner 1200 x 60 pixels 10-second scroll 3-month duration

The screenshot shows the FORM magazine website layout. At the top is the FORM logo and navigation links (LOGIN, ARCHIVES, SHARE NEWS). Below is a search bar and social media icons. A main navigation bar includes Features, Workbook, Showroom, Contributors, and Gray Notes. The main content area features a large featured article with a callout for 'Social Media Coverage', a 'Showroom' section with four items, a 'Workbook' section with one item, a 'Twitter Feed' section, and an 'Events' section with 'UPCOMING EVENTS'. On the right side, there are 'GRAY ADVISORS' (GET OUR NEWSLETTER, BALCONY PRESS BOOKS), 'SIX SIX' magazine cover, 'MATT CONSTRUCTION' logo, and a 'Sidebar' callout box. The footer contains industry partners and contact information.

Social Media Coverage

Events

Sidebar
250 x 250 pixels
3-month duration