

# CORE77

## MEDIA KIT

November 2009

- [CORE77.COM](http://CORE77.COM)
- [COROFLOT.COM](http://COROFLOT.COM)
- [DESIGNDIRECTORY.COM](http://DESIGNDIRECTORY.COM)

**CORE 77, INC.**

561 Broadway, 6th Floor

New York, NY 10012

**t** +1.212.965.1998

**f** +1.917.591.8682

**e** [advertising@core77.com](mailto:advertising@core77.com)

# THE NETWORK

An international, web-based community of designers and enthusiasts seeking trends, news and opportunities with a concentration on industrial design, interaction design and graphic design.



core77



core77



Core77  
DESIGN DIRECTORY

Since 1995 the Core77 Design Network has earned its reputation time and again as the leading destination for designers worldwide. Our publishing platform, high profile events, outreach programs and partnerships maintain our preeminent position among the thought leaders in today's design industries.

Our sites reach designers at every stage of their careers. Our early adopters now hold top positions in the world's leading design consultancies and design-driven corporations. At the same time our overall user base is constantly expanding, letting us reach young designers as well as more mainstream design enthusiasts.

With today's pervasive global communications, new employment models and access to a global client base, never before has it been so critical for the individual to actively self-educate, self-promote and network on a large scale. Core77 is a trusted source of new ideas, inspiration, knowledge and opportunities to an audience of more than 900,000.

We have worked with many of the world's most respected companies and brands to help them communicate with our audience in a meaningful fashion.

#### A partial List of Clients

Autodesk	Target
CATIA	Fossil
Dell	Kohler
Ford Motor Company	Bridgestone/Firestone
Alias/Wavefront	MAC Cosmetics
Corel	Fisher-Price
Peugeot	Nokia
GE Plastics	3M
Nike	Rubbermaid
Puma	Pentagram
Burton Boards	IDEO
DuPont	Philips Design
New Balance	Williams-Sonoma
Karim Rashid	Frog
Compaq	Continuum
Sun Microsystems	

# OUR AUDIENCE

Our members are designers, design fans, technically savvy and hungry for knowledge about the latest products, materials and events. They are informed and connected to the international design community.

## TECHNOLOGY

Our audience is a group of technically savvy power users, immersed in the latest hardware and software. A sampling of the most popular programs used by our members includes:

3D Studio Max  
After Effects  
Alias Studio Tools  
CATIA  
Dreamweaver  
Flash  
Form Z  
Illustrator  
Maya  
Photoshop  
Pro/Engineer  
Rhino  
Solid Works

## PARTICIPATION

Our audience includes active and enthusiastic participants in global design events. They exhibit at shows, enter design competitions and attend dozens of conferences year round. Some of the more popular events include:

AIGA Design Conference  
Braun Prize  
Consumer Electronics Show  
Design Miami Basel  
Dutch Design Week  
IDEA Awards  
IDSA National Conference  
London Design Festival  
Milan Design Week  
New York Design Week  
Pop!Tech  
Red Dot Awards  
Stockholm Design Week  
SXSW  
TED

## LEADERSHIP

Our community represents a cross-section of the global design industry. Below is a list of job titles from a recent Core77 event:

Managing Director, [Herbst LaZar Bell Inc](#)  
VP Design, [MANTA Product Development](#)  
Director - Industrial Design, [Segway Inc.](#)  
Principal Design Strategist, [Altitude](#)  
Senior Industrial Designer, [Essential Inc.](#)  
Marketing Director, [Sinkov](#)  
Research Associate, [MIT AgeLab](#)  
Sr. User Exp. Designer, [Intuit Innovation Lab](#)  
Design Director, [Thermo Electron Corporation](#)  
Researcher, [Bose Corp.](#)  
Director, Interaction Design, [Smart Design](#)  
Adjunct Professor, [RISD](#)  
Business Development Director, [Item](#)  
VP Men's Product, [Sperry Top-Sider](#)  
Sr. Vice President, Design & Development, [Hasbro, Inc.](#)  
Principal, [InDepth design consultancy](#)

# NUMBERS

The Core 77 Network delivers over 15 million page views a month to designers seeking information about new trends, events and competitions, design discourse and inspiration. 57% visit every day or more frequently.



## DEMOGRAPHICS

Annual salary average: \$52,000 USD  
67% between the ages of 22 and 34  
50% have 6 years or more of work experience  
90% have college degrees

*\*November 2009*



## ORIGIN OF VISITS

52% USA  
24% European Union  
24% Rest of world

## NETWORK TRAFFIC

15+ million page views  
1+ million unique visitors monthly  
36,000+ RSS feed subscribers



## MEMBERS

Over 160,000 Portfolios  
Over 9,000 Design firms  
Over 17,000 Newsletter subscribers  
Over 9,000 Forum members  
2,100+ Job postings annually  
15,000+ Job Alert daily emails

# AD PACKAGES

There are several options available to reach our global members of design enthusiasts from simple banner advertisements to a custom campaign targeting your audience.

## BANNER ADVERTISING

Banners are sold by page impressions (the number of times your banner is displayed) over time. For example, you can choose to run your campaign over an intense 2 week period or spread the same impressions out over a 6 week stretch.

We work with you to ensure you get the most effective results for your needs whether it be increasing registrations for an event or increasing brand awareness.

### Core77 Banner Rates

Leaderboard	\$20 CPM
Medium Rectangle	\$15 CPM

### Coroflot Banner Rates

Skyscraper	\$5 CPM
------------	---------

*\*Note to Agencies: Rates are priced net*

## EMAIL NEWSLETTERS

We publish two email-based newsletters. Ad space is limited to ensure maximum exposure for your campaign.

### Core77 Newsletter

Frequency: Monthly (first week of the month)  
Subscribers: 17,000+  
Rate: \$500 per insertion

### Coroflot Job Alert

Frequency: Daily  
Subscribers: 15,000+  
Rate: \$350 per week

## GETTING STARTED

To assist us in tailoring the best package for your campaign, we need to know a couple of things about you:

1. What are your goals? What is the product, service or event you're offering? We have extensive experience targeting our audience and will ensure your message is presented in the right tone and level of detail.
2. When do you plan to start your campaign and how long should it run?
3. What is your budget? Basic campaigns start at \$1000. A more sophisticated campaign will include a combination of targeted content zones relating to your product and a series of newsletter ads.

### For more info

Call: +1.212.965.1998  
Email: [advertising@core77.com](mailto:advertising@core77.com)

# BANNER POSITION

**CORE77.COM**

**COROFLOT.COM**

**EMAIL NEWSLETTER**

**A:** Leaderboard (728 x 90px)  
**B:** Medium Rectangle (300 x 250px)  
**B\*** Special Featured Event Slot

**C:** Skyscraper (120 x 600px)

**D:** Medium Rectangle (300 x 250px)

# AD SPECS

Send artwork and your target URL to [advertising@core77.com](mailto:advertising@core77.com) with a clear subject heading and be sure to include your contact information. If you have any questions, please call us on 212 965 1998.

## IMPLEMENTATION

Once you've submitted your insertion order, we'll need the creative materials for your campaign. This can be attached in an email with any related details such as the website you wish to link to.

If you have a special tracking code or a 3rd party ad to be served, include clear instructions and contact information.

For Flash-based banners, links must be embedded in the compiled movie. We cannot link a flash file if there is no link embedded. Flash files with no links embedded will be rejected.

## BANNERS

File formats: .GIF, .JPG, .SWF  
3rd party served Ads are permitted.  
Animation permitted.

### Leaderboard

728px wide x 90px high  
Max file size 50Kb

### Medium Rectangle

300px wide x 250px high  
Max file size 30Kb

### Skyscraper

120px wide x 600px high  
Max file size 50Kb

## CORE77 NEWSLETTER

File formats: .GIF, .JPG  
3rd party served Ads are **NOT** permitted.  
Animation is **NOT** permitted.

### Medium Rectangle

300px wide x 250px high  
Max file size 30Kb

## COROFLOT JOB ALERTS

File formats: .GIF, .JPG  
Animation is **NOT** permitted.

### Full Banner + Text

468px wide x 90px high  
Max file size 30Kb  
Up to 250 characters of text

## PLEASE NOTE

Core77 retains the right to review and approve all advertisements prior to implementation