



MATERIALDISTRICT.COM

The world's leading website in the field of innovative materials

MaterialDistrict.com is the world's leading website in the field of innovative materials for the built and designed environment. MaterialDistrict's value as a high-end materials inspiration source is clear: visitors are looking for new materials and are, therefore, potential customers of yours. As a MaterialDistrict partner, you benefit directly from our wide reach among (interior) architects and creative professionals around the world.

ABOUT MATERIALDISTRICT

MaterialDistrict, the world's leading match-making platform in the field of innovative materials.

MaterialDistrict's value as a high-end materials inspiration source is clear: R&D and design professionals of all industries are using our platform to discover new material solutions. Daily via **MaterialDistrict.com**, annually at **MaterialDistrict Utrecht** and periodically throughout the year with traveling **MaterialDistrict Expo**, **MaterialDistrict Talks**, and **MaterialDistrict Pop-Up** events.

As the world's leading network in the field of innovative materials, MaterialDistrict empowers global innovation by match-making material needs with material solutions. The MaterialDistrict network encourages joint innovation towards a better, more sustainable and higher quality society. We will make sure that new material solutions meet the needs of our worldwide network of R&D and design professionals.





AUDIENCE

For more than 20 years, MaterialDistrict (formerly Materia) helps its partners extend their brand awareness, successfully introduce new materials and strengthen their market position. The 150,000+ professionals in our network are your new audience; daily via **MaterialDistrict.com**

VISITORS' PROFILE

44.9% (Interior) Architects, designers

28.7% Educational

22.2% Other

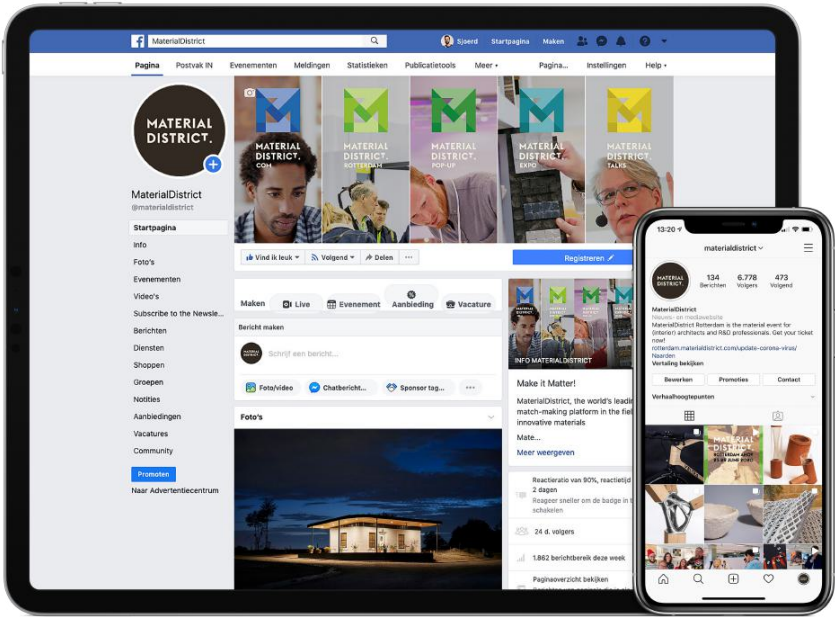
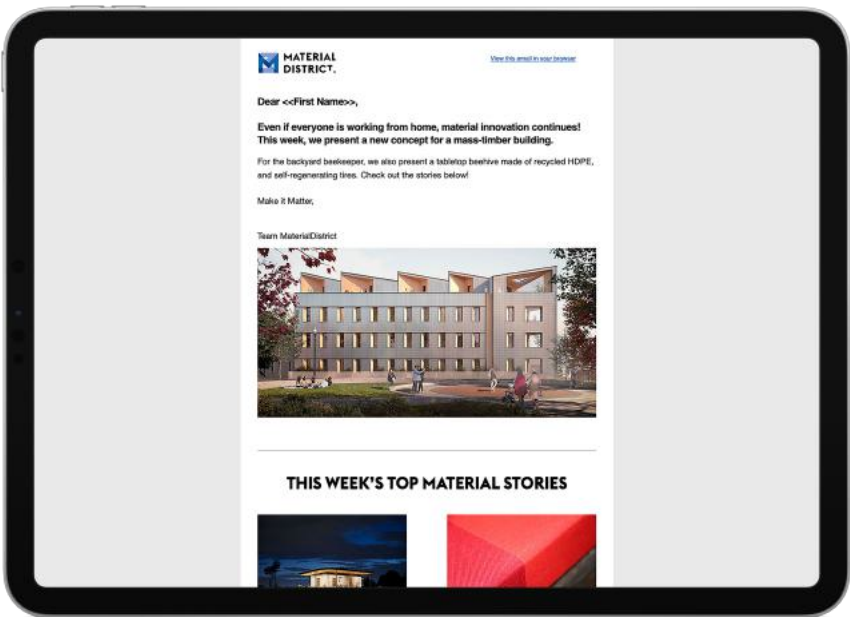
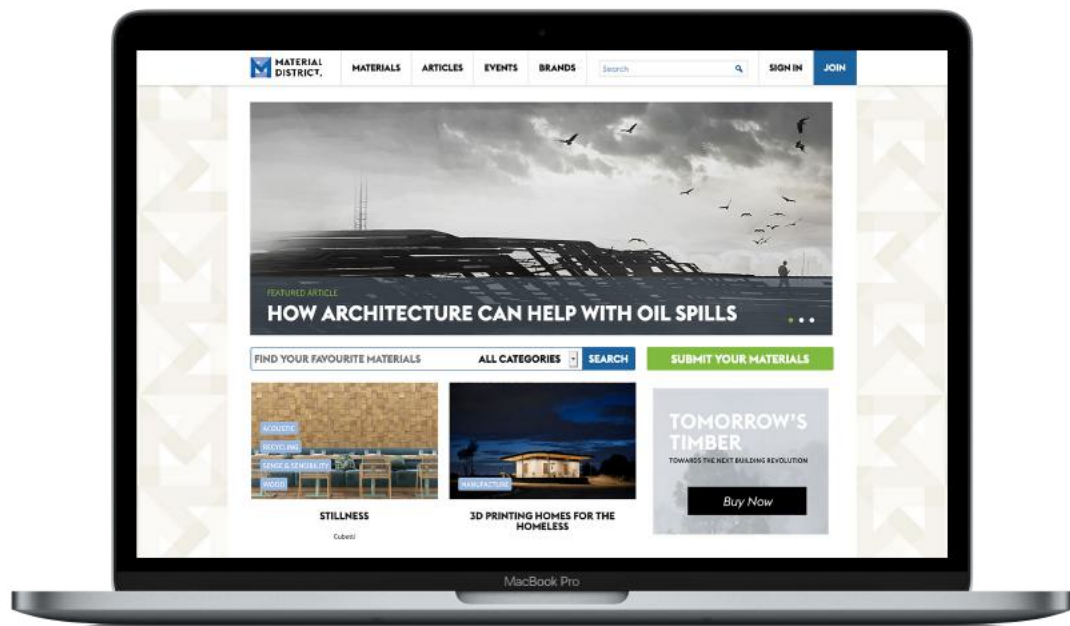
2.6% Product Developers

1.6% Manufacturers

51% Women

49% Men

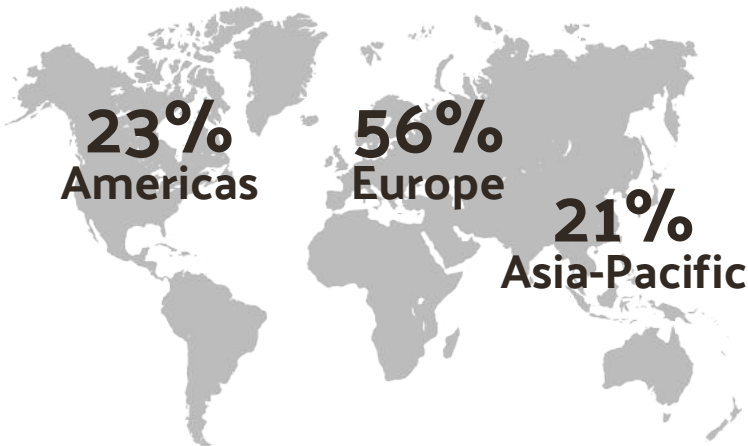
REACH



ONLINE

MaterialDistrict.com is the world’s leading website in the field of innovative materials. MaterialDistrict’s value as a high-end materials inspiration source is clear: visitors are looking for new material solutions and are, therefore, your potential customers.

300k Page views / month
80k Users / month
51% Women / **49%** Men

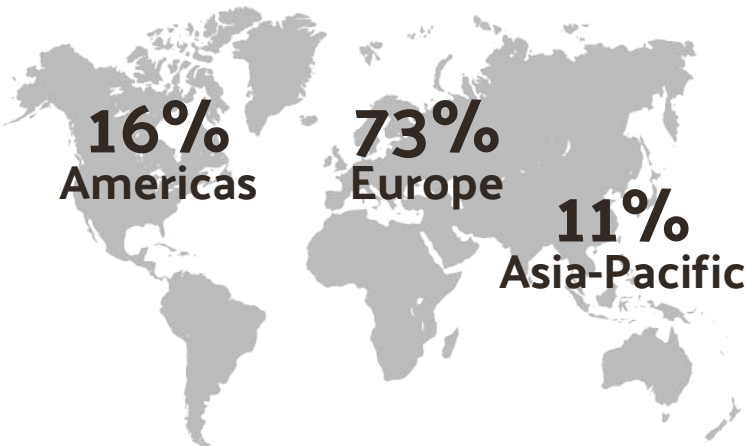


28% Netherlands
14% United States
7% United Kingdom
5% India
3% Germany

NEWSLETTER

Every week, 100,000 registered subscribers receive our newsletter, which is carefully put together by our editorial team. To our readers – (interior) architects, journalists, designers, manufacturers and design enthusiasts – we present trends, articles and new materials.

100k Subscribers
20% Opening rate
51% Women / **49%** Men

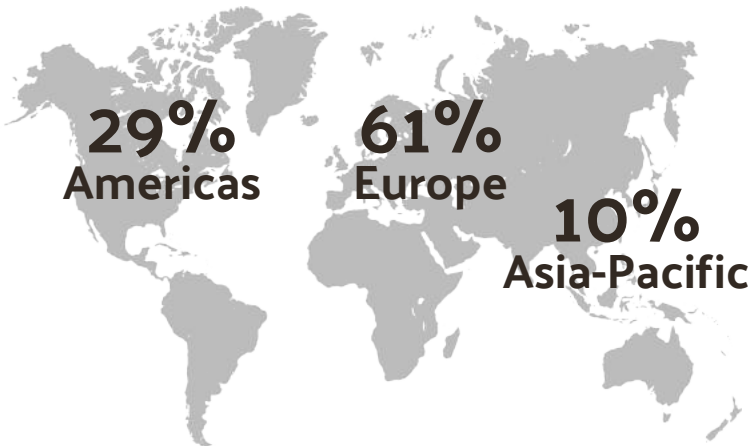


44% Netherlands
10% United States
7% United Kingdom
7% Germany
6% Belgium

SOCIAL MEDIA

The over 50,000 social media followers of MaterialDistrict get updated daily on their favorite channel(s) about the latest materials. With eye-catching images and videos subscribers can immediately interact with the stories through comments and likes.

Facebook **25k** Followers Instagram **20k** Followers
LinkedIn **12k** Followers Twitter **4k** Followers



25% Netherlands
8% United States
7% United Kingdom
5% Turkey
6% Belgium

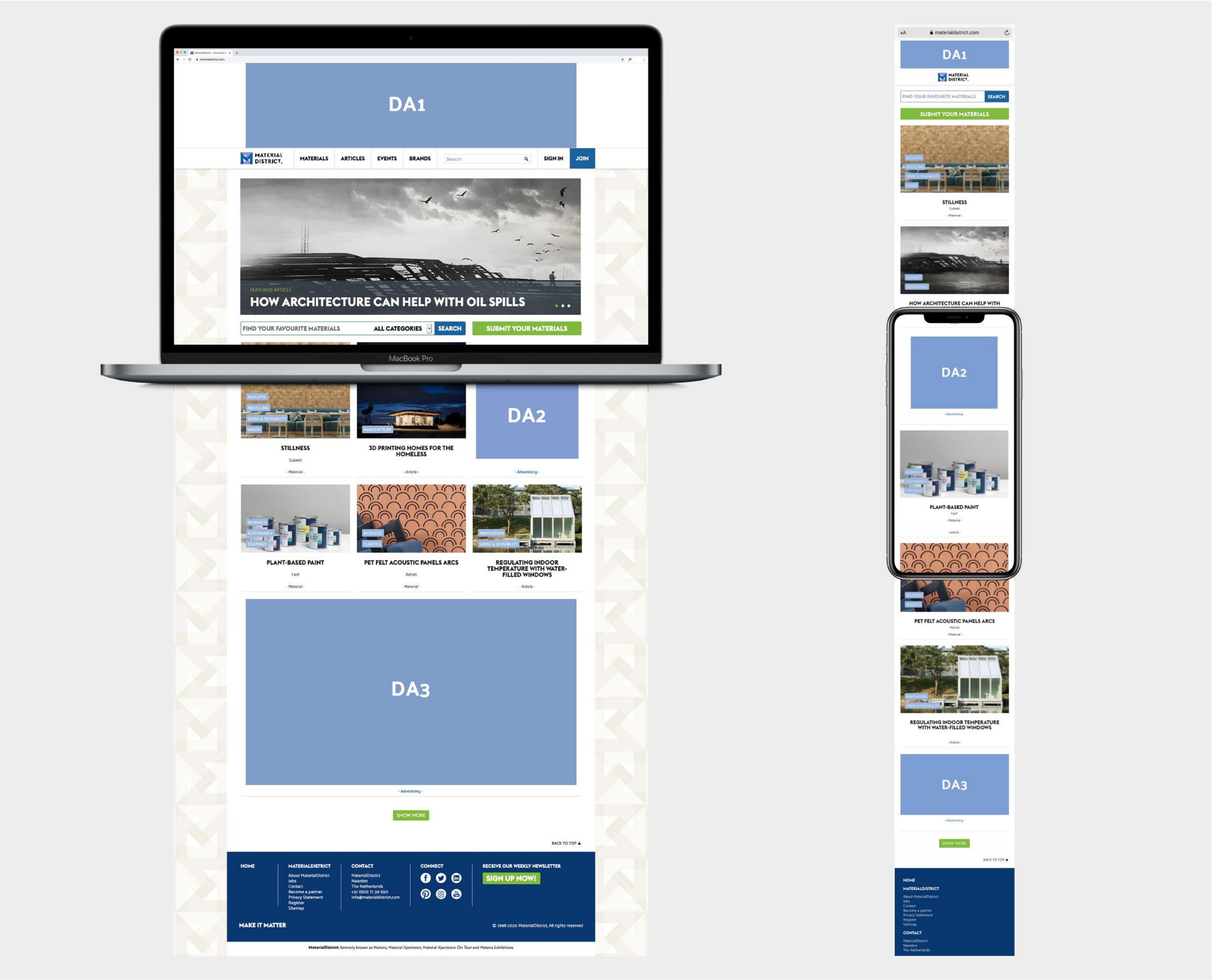
ONLINE ADVERTISING

DA1 BILLBOARD
€395 / week
SOV* 33% on homepage
970 x 250 pixels
(ANIMATED) GIF, JPEG, HTML5

DA2 RECTANGLE
€295 / week
SOV* 33% sitewide
300 x 250 pixels
(ANIMATED) GIF, JPEG, HTML5

DA3 JUMBO
€495 / week
SOV* 33% on homepage
1920 x 1080 pixels
JPEG, PNG

HOMEPAGE TAKEOVER
DA1 + DA2 + DA3
€995 / week
SOV* 33%



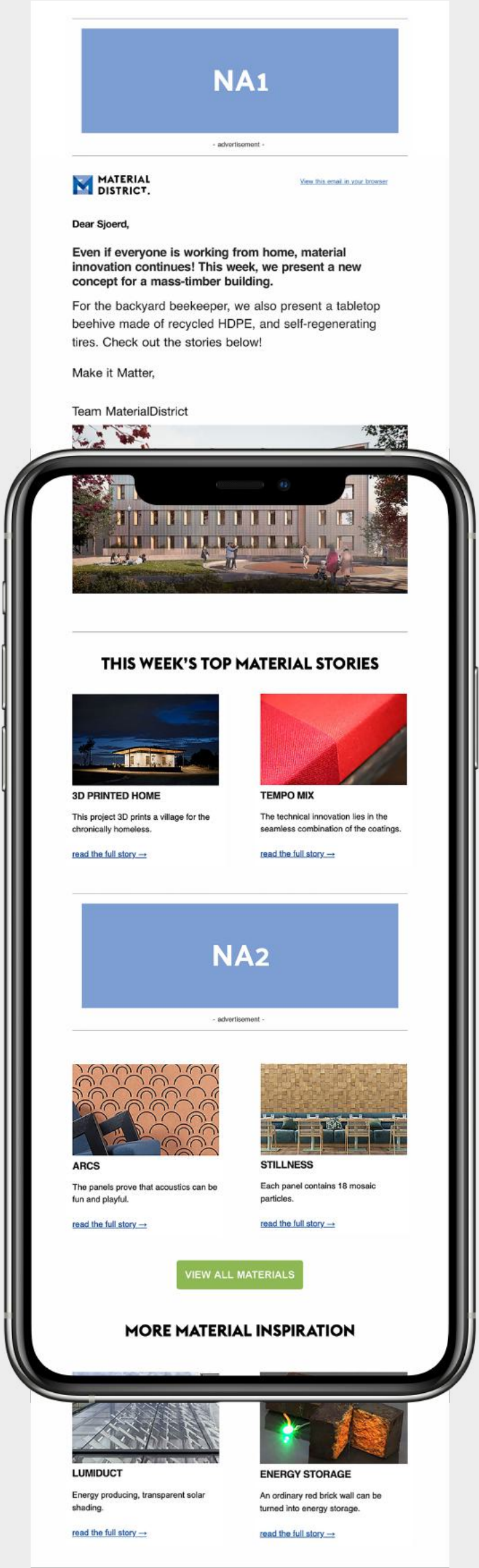
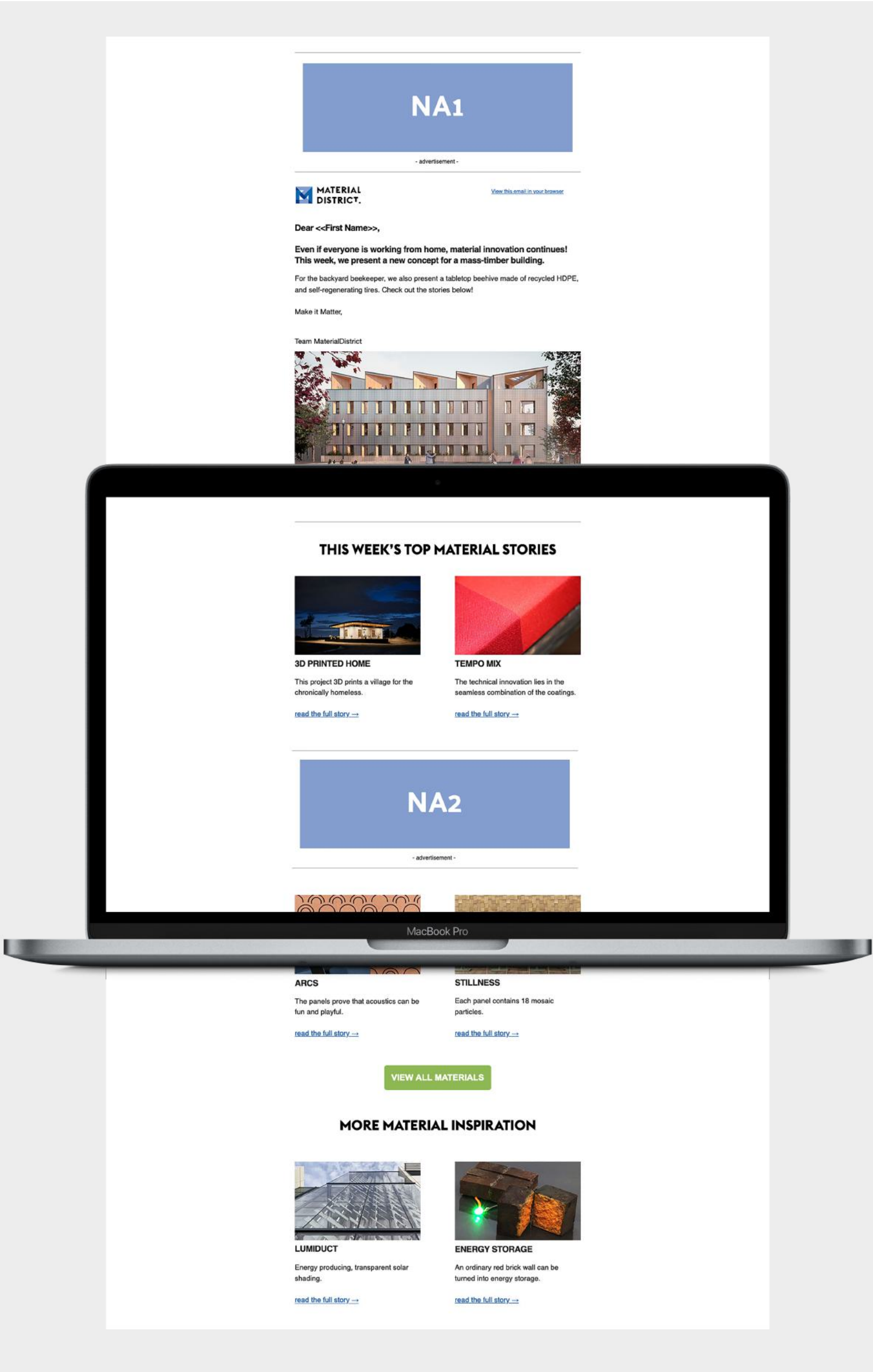
*SOV = 'Share Of Voice' 33% advertising weight means you are sharing ads with two other advertisers.

NEWSLETTER ADVERTISING

NA1 LEADERBOARD
€695 / newsletter
566 x 186 pixels
(ANIMATED) GIF, JPEG

NA2 BANNER
€495 / newsletter
566 x 186 pixels
(ANIMATED) GIF, JPEG

NEWSLETTER TAKEOVER
NA1 + NA2
€995 / newsletter



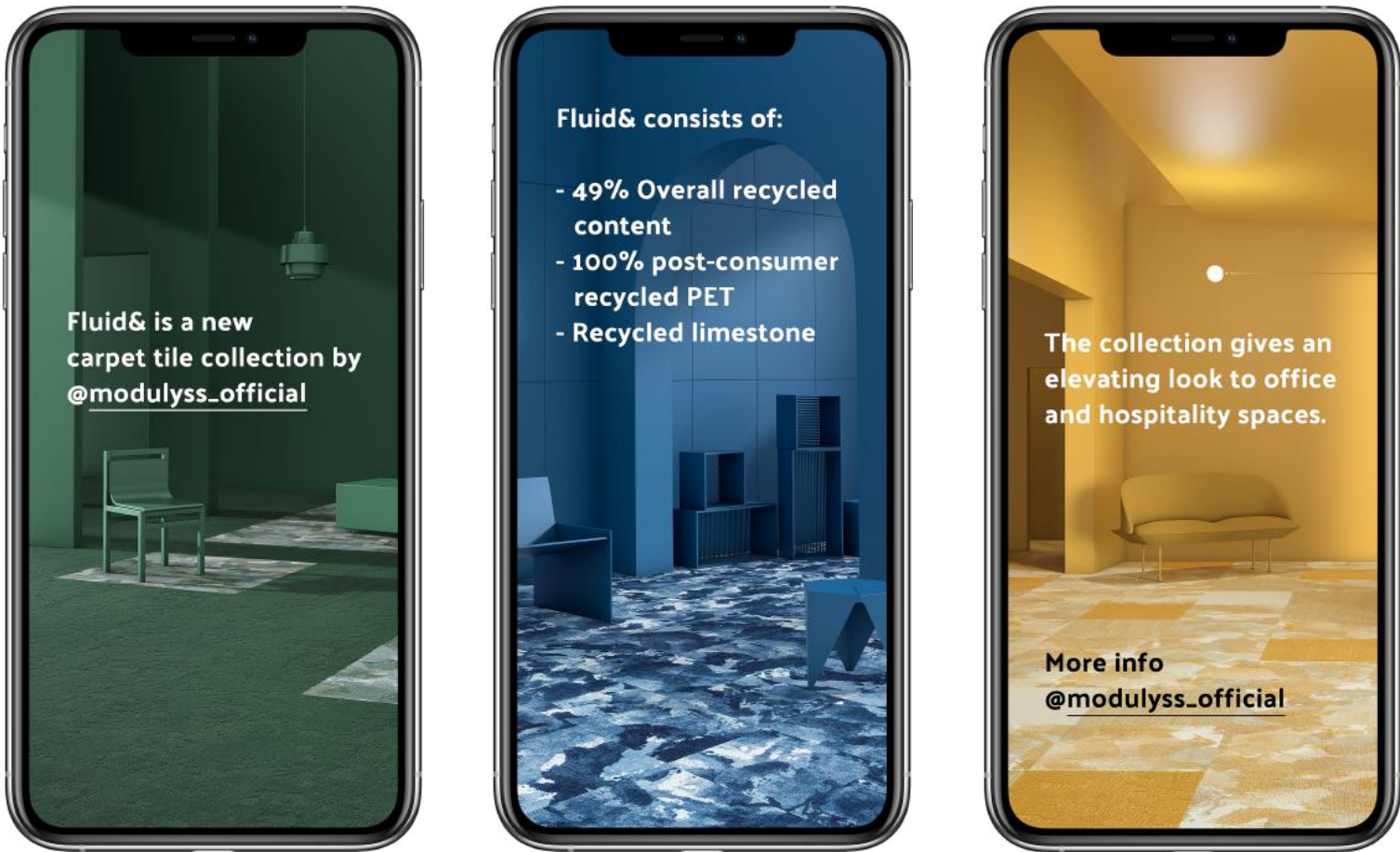
SOCIAL MEDIA POSTS



SOCIAL MEDIA PACKAGE

€400

- One post on Facebook, LinkedIn, Instagram & Twitter
- 1 Image / video
- Up to 200 characters
- 1x account handle
- Up to 3x hashtags
- 1x Call-to-action link (not available on Instagram)

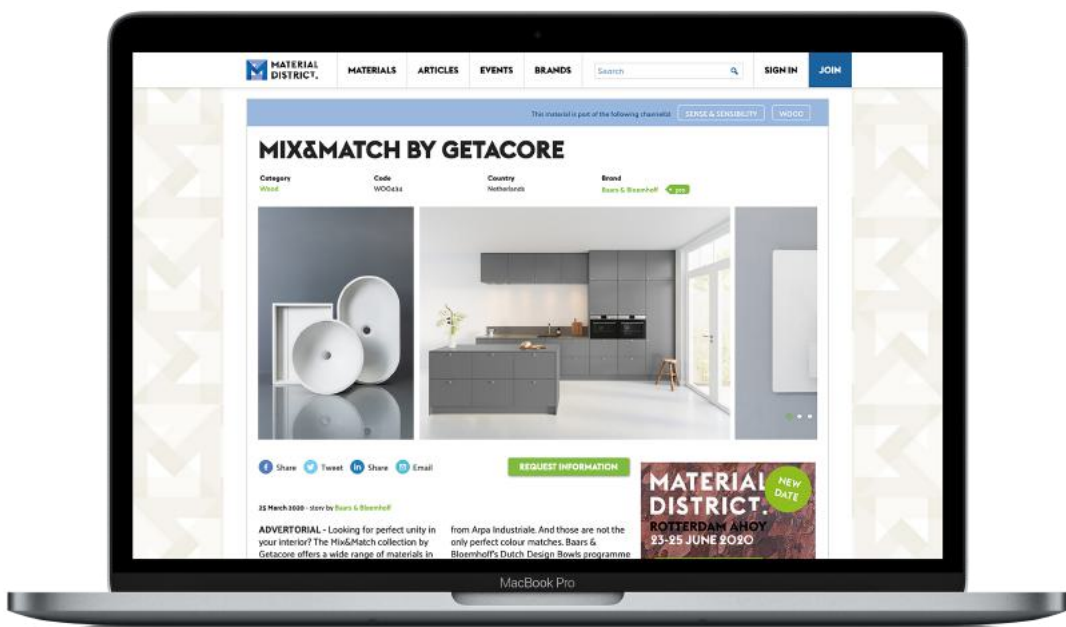


INSTAGRAM STORIES

€250

- 24 hours Instagram Story
- Up to 3 slides
- Up to 2x account (@) handles
- Up to 2x hashtags
- 1x Call-to-action link

SPONSORED MATERIAL PUBLICATION / ARTICLE

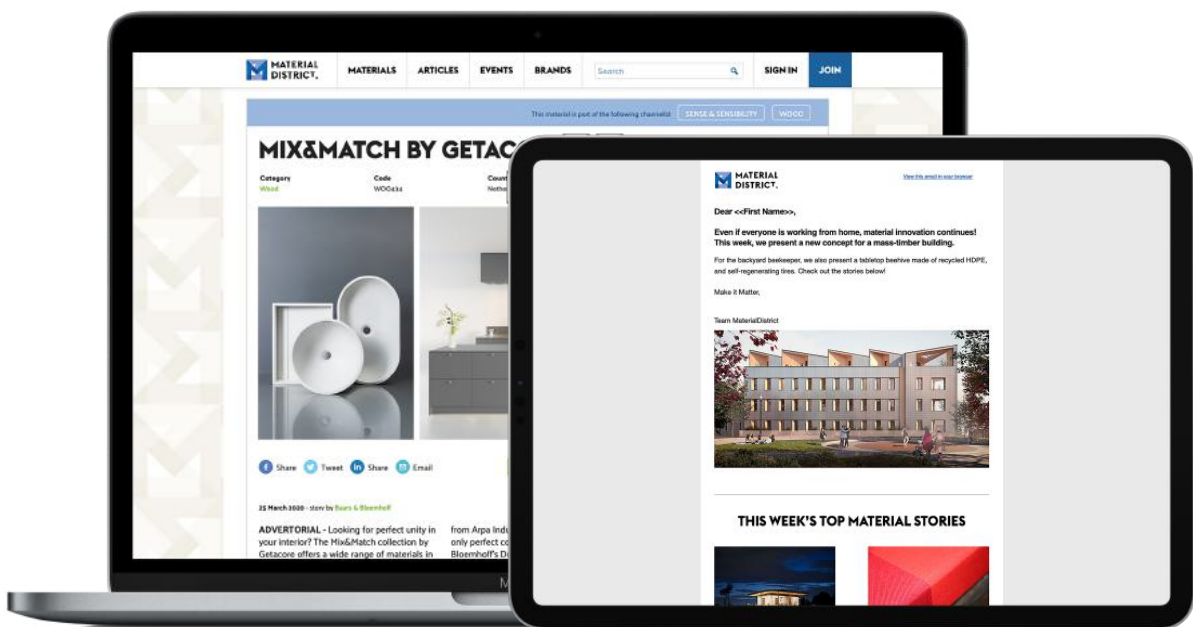


ONLINE

€100

Online: up to 250 words & 5-7 Images

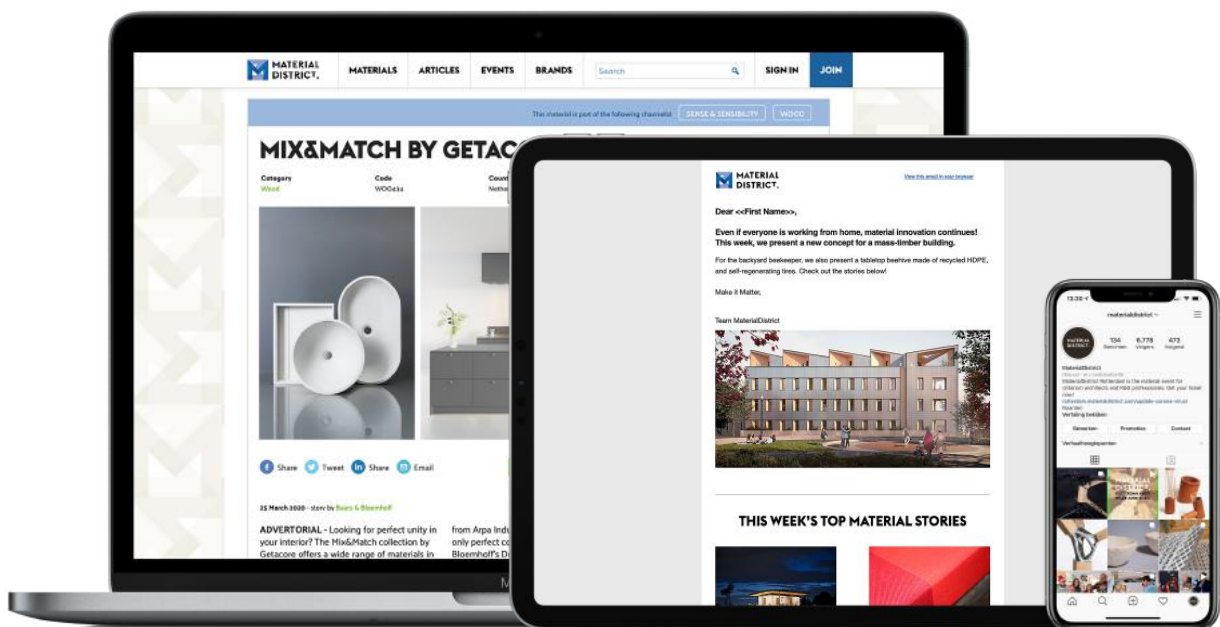
€395 (+ week homepage)



ONLINE + NEWSLETTER

€595

Online: up to 250 words & 5-7 Images
Newsletter: up to 200 characters & 1 image



ONLINE + NEWSLETTER + SOCIAL MEDIA

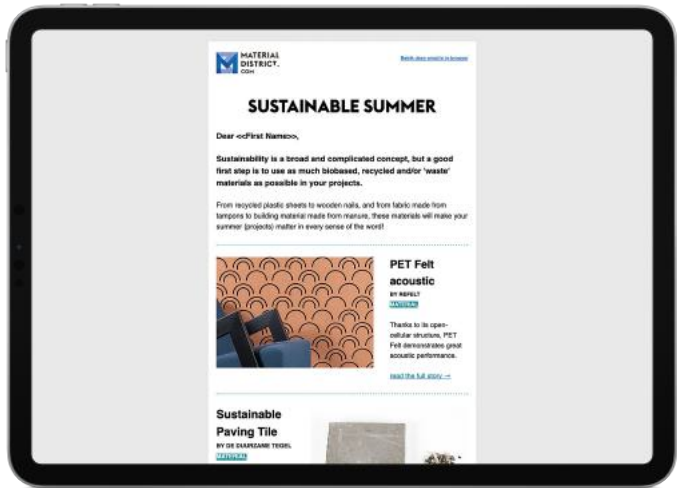
€995

Online: up to 250 words & 5-7 Images
Newsletter: up to 200 characters & 1 image
Social media: up to 200 characters & 1 image / video
on Facebook, LinkedIn, Instagram & Twitter

THEME WEEK PACKAGES

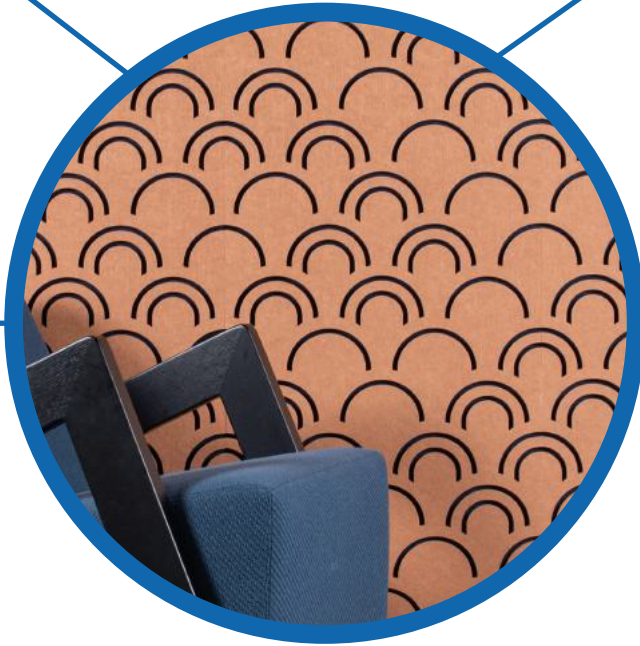
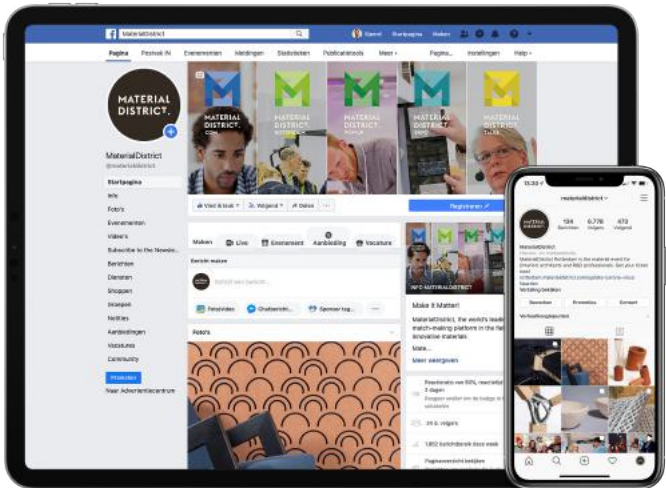
NEWSLETTER SPECIAL

Your novelty in a theme newsletter (100,000 subscribers)



SOCIAL MEDIA

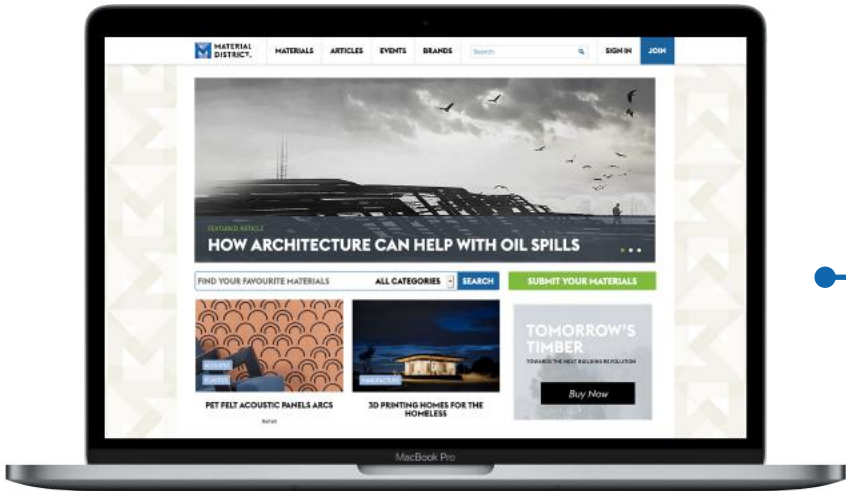
Your novelty on all MaterialDistrict social media channels (50,000+ followers)



YOUR NOVELTY

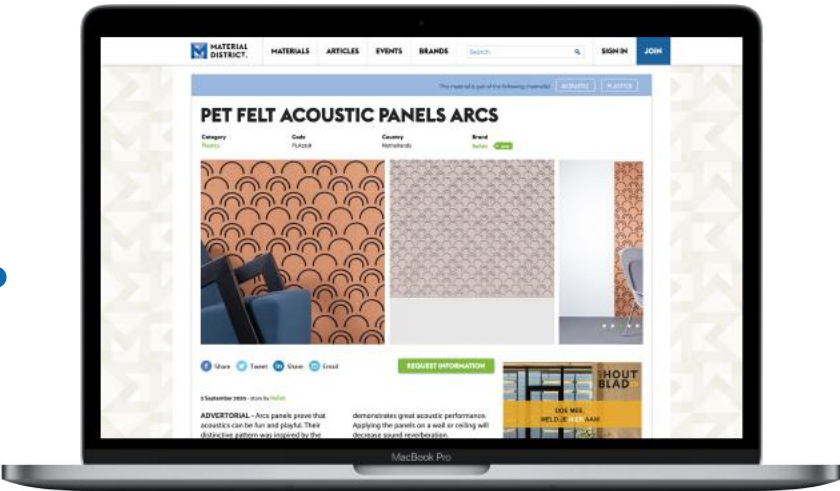
HOMEPAGE

Your novelty 1 week on the homepage of MaterialDistrict.com (80,000 visitors per month)



SEARCH ENGINE

Your novelty 1 year in online MaterialDistrict.com search engine



PARTICIPATION THEME WEEK

€ 995

- 1 year publication of your novelty in our online search engine
- 1 week of your novelty on our homepage (80,000 visitors per month)
- Your novelty in the theme newsletter (100,000 subscribers)
- Post about your novelty on all our social media channels Facebook, Twitter, Instagram, Linkedin (50,000+ followers)

MAIN SPONSOR THEME WEEK

€ 2,495

- Top position of your novelty on the homepage and in the theme newsletter
- Homepage take-over (all three banner positions on our homepage are exclusive to the main sponsor during the theme week)
- Leaderboard banner in theme newsletter

RATES OVERVIEW

	FORMAT	RATE
ONLINE ADVERTISING	Billboard banner	€ 395 / Wk
	Rectangle banner	€ 295 / Wk
	Jumbo banner	€ 495 / Wk
	Homepage takeover	€ 995 / Wk
NEWSLETTER ADVERTISING	Newsletter leaderboard	€ 695
	Newsletter banner	€ 495
	Newsletter takeover	€ 995
SOCIAL MEDIA	Social Media Package	€ 400
	Instagram Stories	€ 250
SPONSORED MATERIAL PUBLICATION	Online	€ 100
	Online (+ week homepage)	€ 395
	Online + Newsletter	€ 595
	Online + Newsletter + Social Media	€ 995
THEME WEEK PACKAGES	Participation Theme week	€ 995
	Main sponsor Theme week	€ 2,495

NEWSLETTERS SPECIALS

Themes 2024	
Facades & Facade Finishings	18-01-'24
Ceilings & Ceiling Finishings	01-02-'24
Acoustic Materials	15-02-'24
Floors & Floor Finishings	04-04-'24
Roofs & Roof Finishings	18-04-'24
Milan Design Week Special	02-05-'24
Walls & Wall Finishings	16-05-'24
Furniture, Upholstery & Interior Textiles	30-05-'24
Timber Construction materials	13-06-'24
Carpet & Carpet Tiles	22-08-'24
Recycled Materials	05-09-'24
Paints & Coatings	19-09-'24
Outdoor Flooring & Paving	03-10-'24
Insulation Materials	17-10-'24
Dutch Design Week Special	31-10-'24
Ceramic Floor and Wall Tiles	14-11-'24
Decorative (Sheet) Materials	28-11-'24
Biobased Materials	12-12-'24

CONTACT

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 Twitter.com/MaterialDistrict
 Instagram.com/MaterialDistrict



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Interested? Contact us!

Find out what MaterialDistrict can do for you.

Give one of our advisors a call: **+31 (0)20 713 0613**

General terms and conditions apply.

Download our terms and conditions at materialdistrict.com/terms