



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

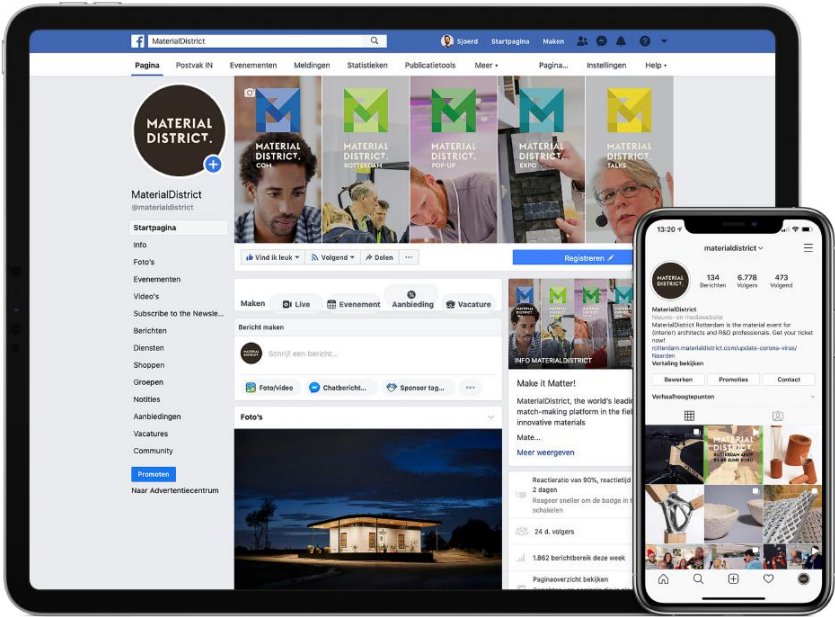
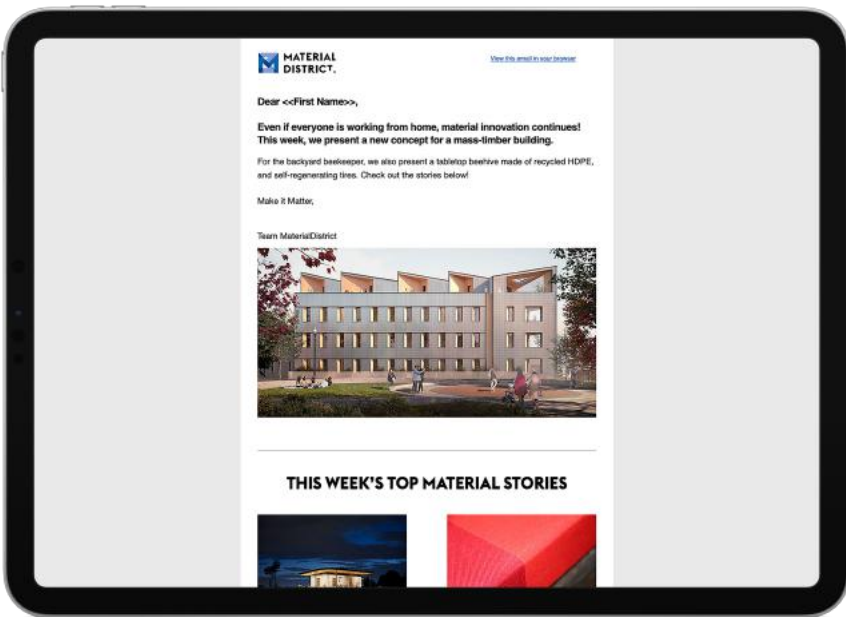
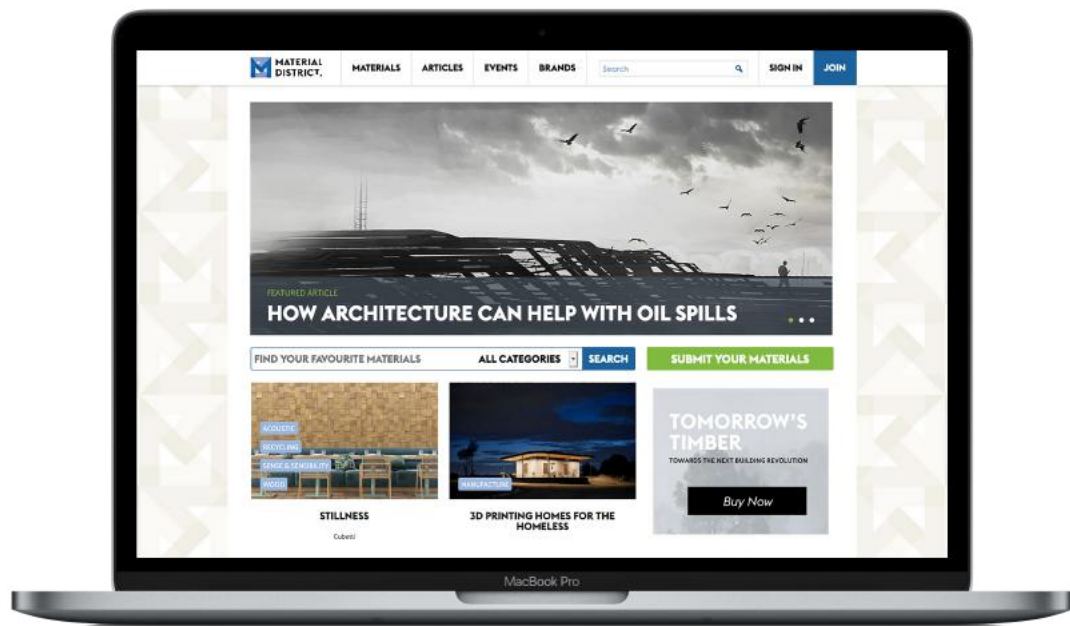
2.6% Product Developers

1.6% Manufacturers

51% Women

49% Men

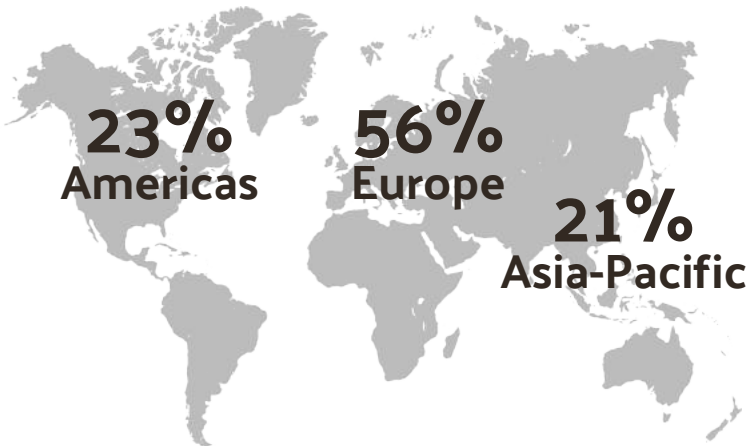
REACH



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

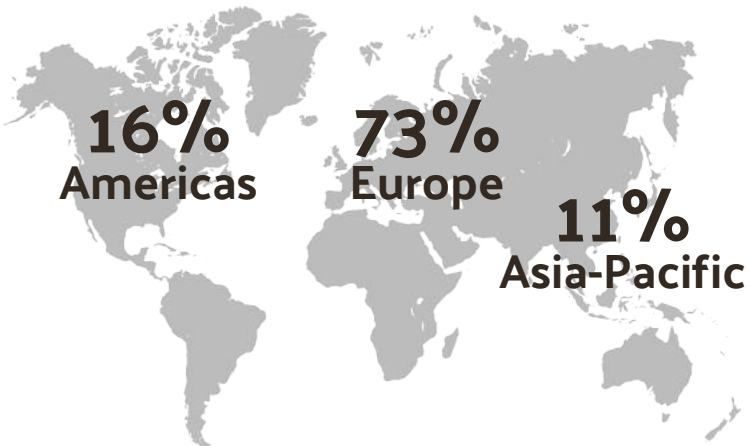


28% Netherlands
14% United States
7% United Kingdom
5% India
3% Germany

NEWSLETTER

Every week, 65,000 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.

65k Subscribers
20% Opening rate
51% Women / **49%** Men

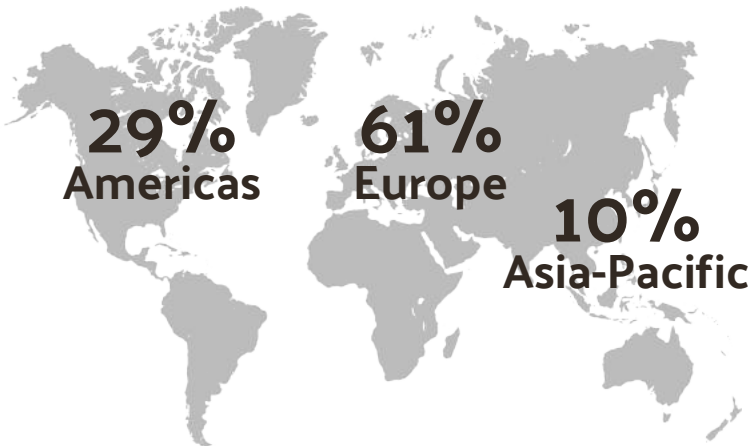


44% Netherlands
10% United States
7% United Kingdom
7% Germany
6% Belgium

SOCIAL MEDIA

The over 40,000 social media followers of MaterialDistrict get updated daily on their favourite channel(s) about the latest materials. With eye-catching images and videos subscribers can immediately interact with the stories through comments and likes.

Facebook **24k** Followers Instagram **13k** Followers
LinkedIn **4k** Followers Twitter **4k** Followers



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

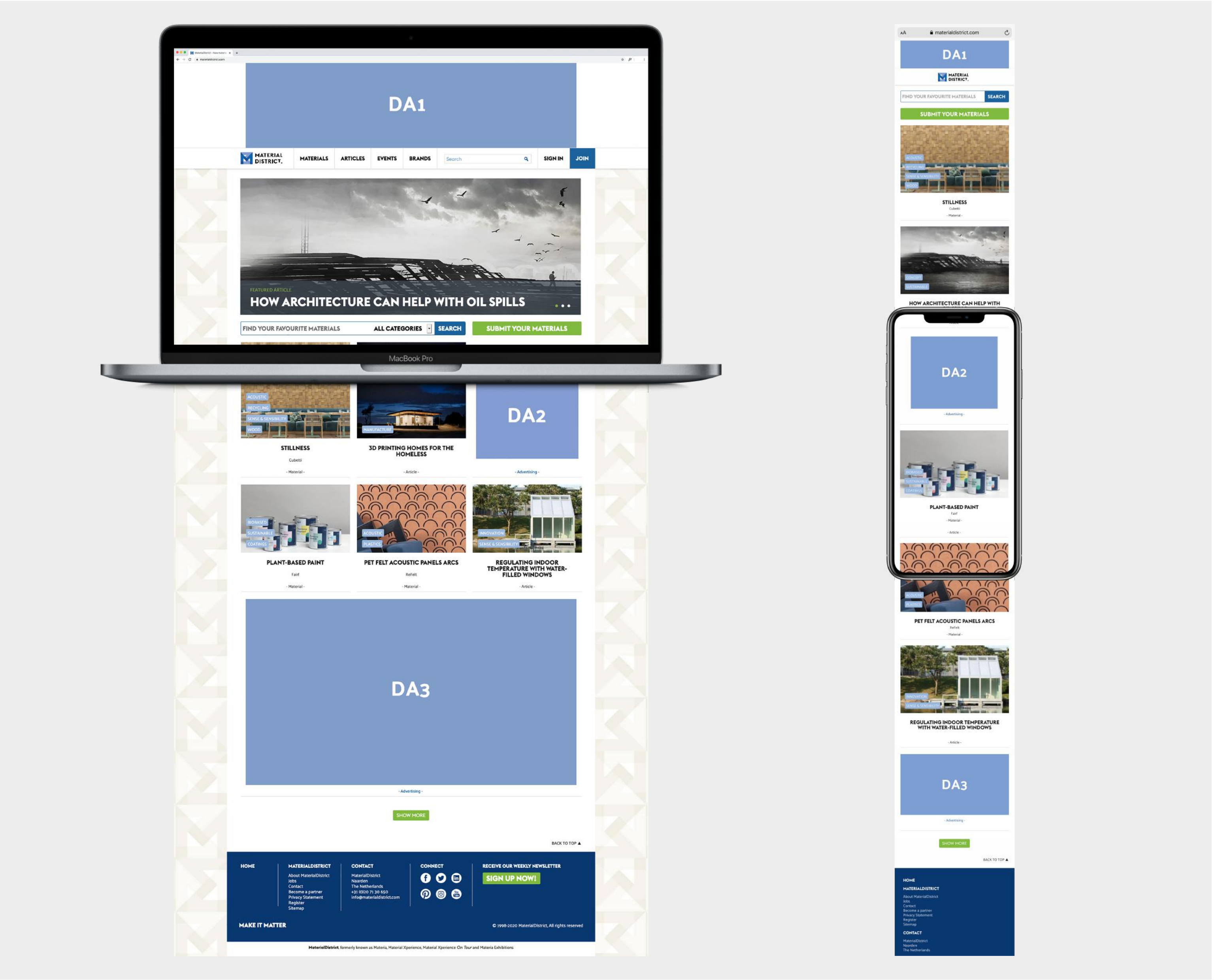
ONLINE ADVERTISING

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 / VIDEO

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



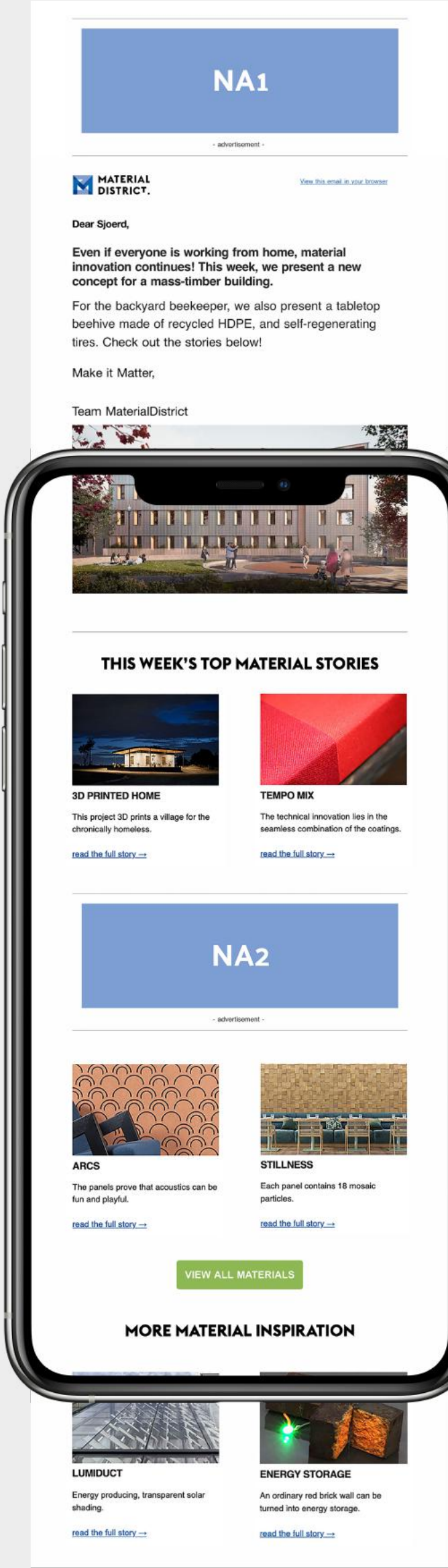
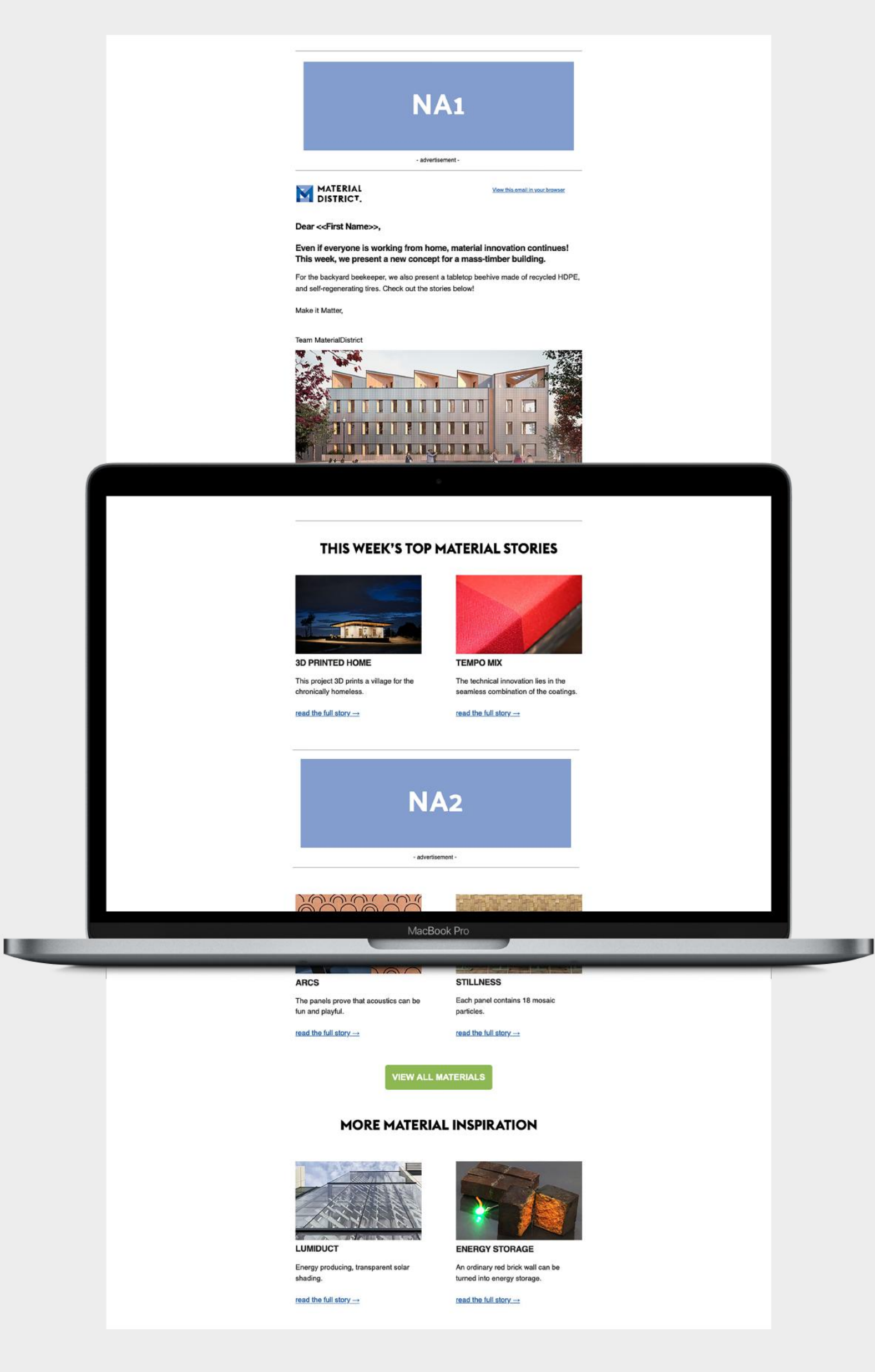
*SOV = 'Share Of Voice' 33% advertising weight means you are sharing ads with two other advertisers.

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



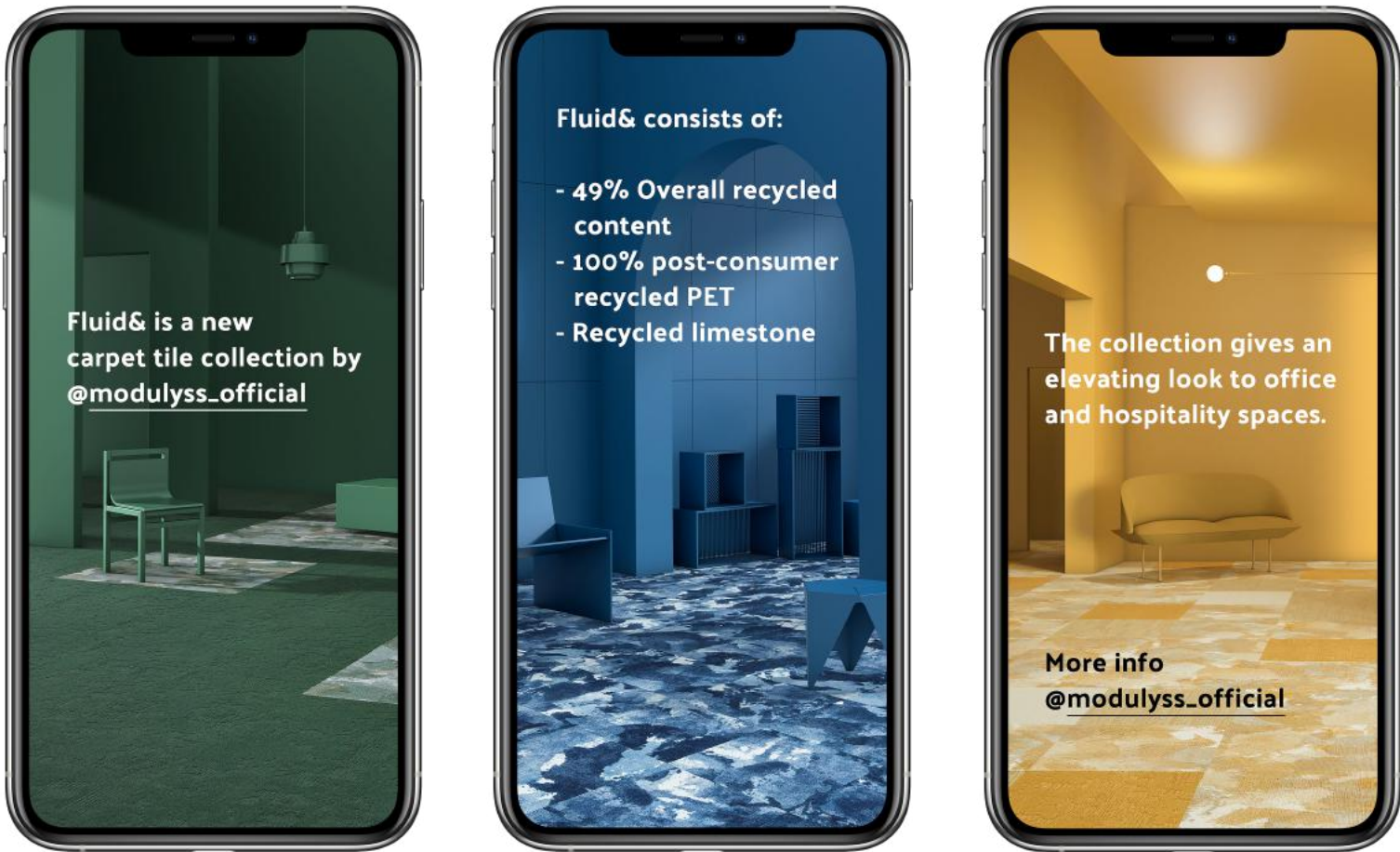
SOCIAL MEDIA POSTS



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)

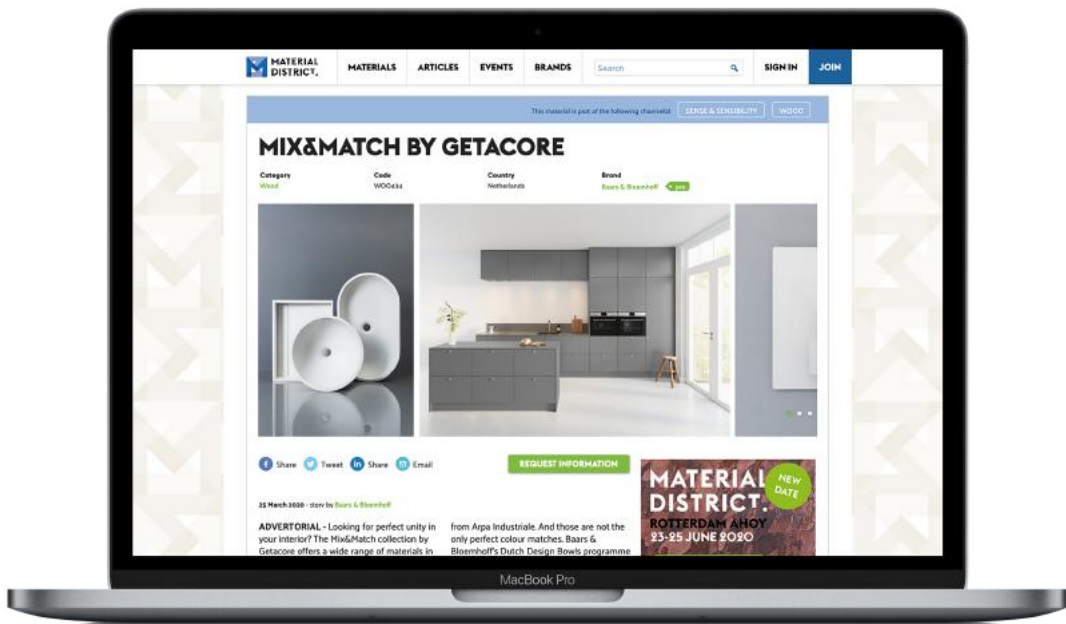


INSTAGRAM STORIES

€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

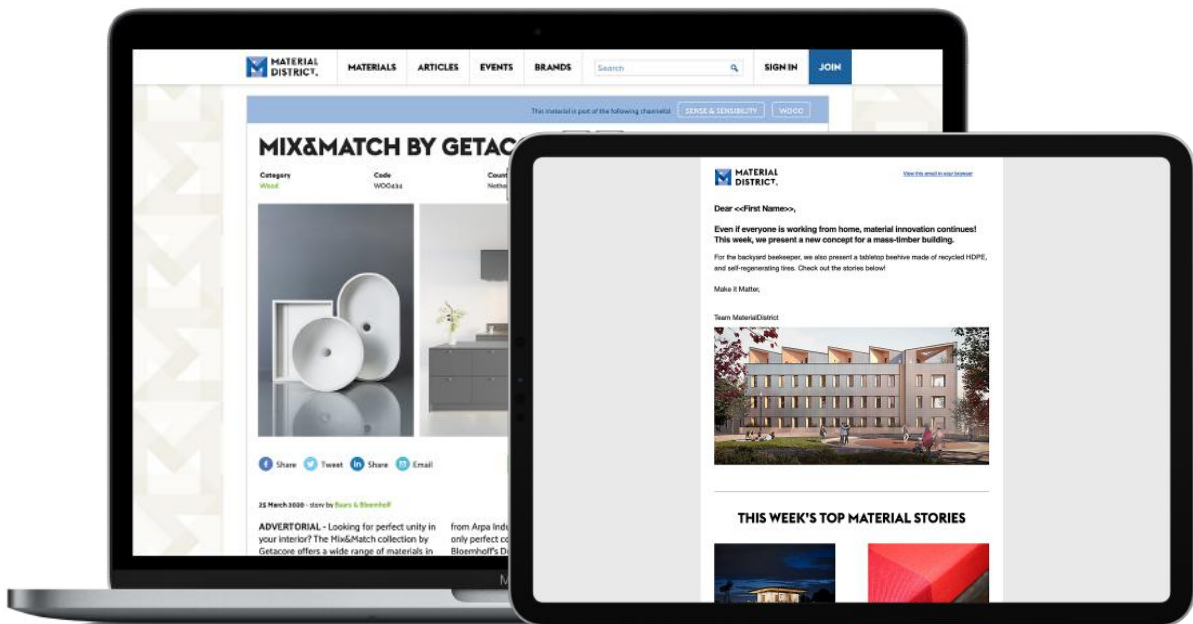


ONLINE

€100

Online: up to 250 words & 5-7 Images

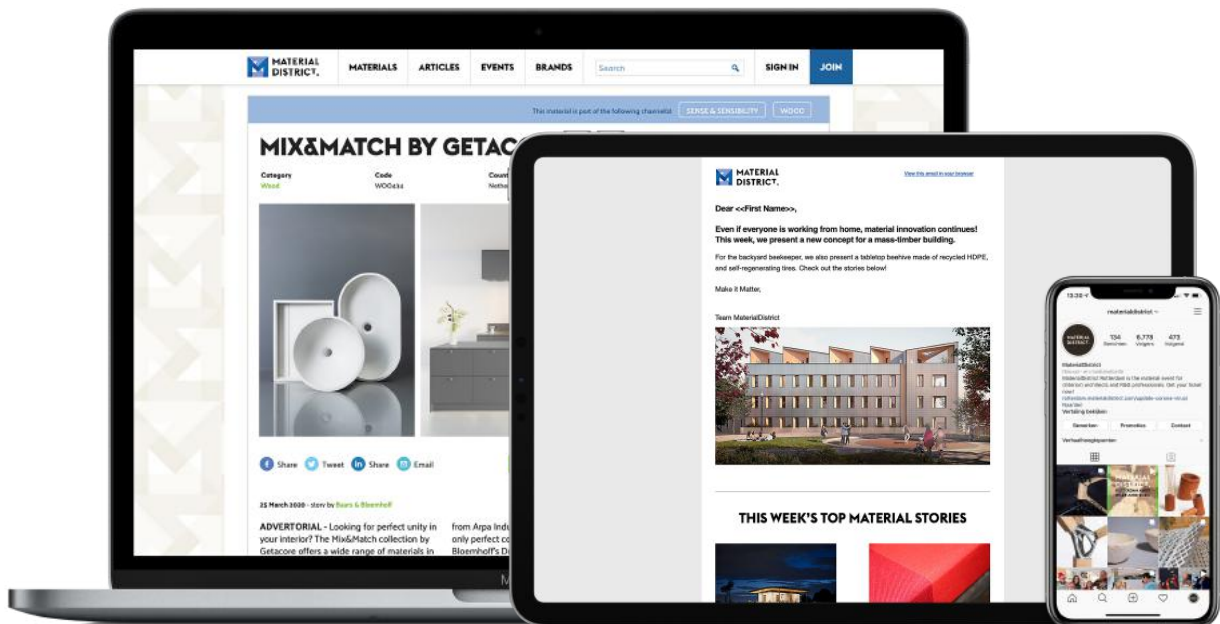
€395 (+ week homepage)



ONLINE + NEWSLETTER

€595

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



ONLINE + NEWSLETTER + SOCIAL MEDIA

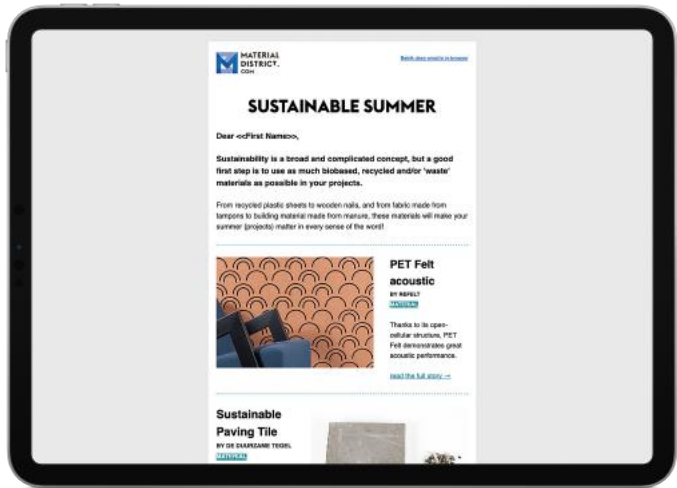
€995

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

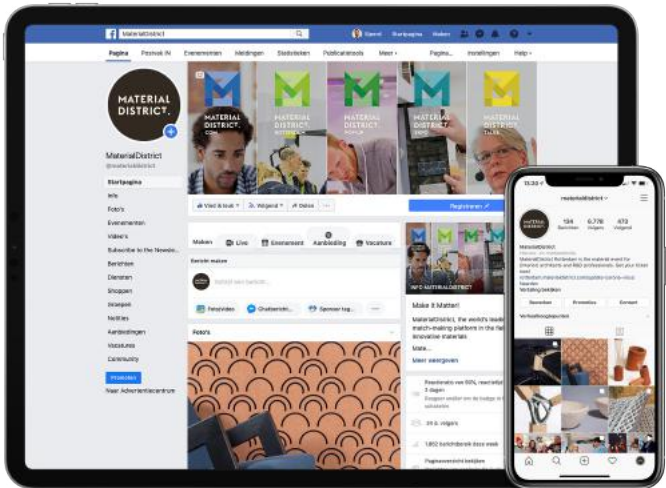
NEWSLETTER SPECIAL

Your novelty in a theme newsletter (65,000 subscribers)



SOCIAL MEDIA

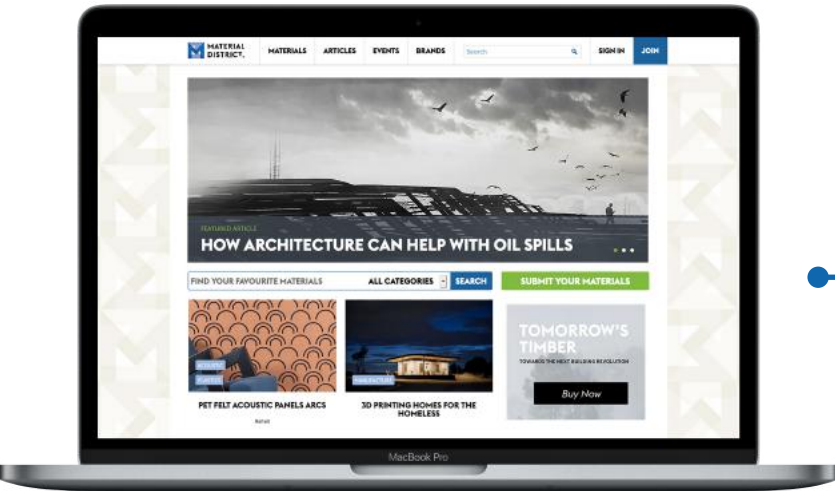
Your novelty on all MaterialDistrict social media channels (40,000+ followers)



YOUR NOVELTY

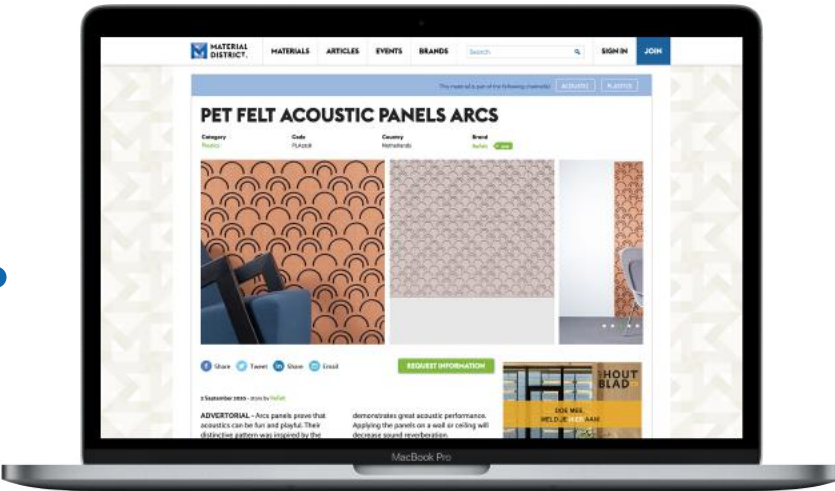
HOMEPAGE

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 (65,000 subscribers)
- Post about your novelty on all our social media channels Facebook, Twitter, Instagram, Linkedin (40,000+ 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 2021		Themes 2022	
Recycled Materials	24-06-‘21	Façades systems & Cladding	13-01-‘22
Kitchens & Countertops	26-08-‘21	(Suspended) Ceilings	27-01-‘22
Paints & Coatings	09-09-‘21	Carpet (tiles) & Rugs	10-02-‘22
Ceramic Floor- & Wall Tiles	23-09-‘21	Walls & Wallcoverings	24-02-‘22
Interior Textiles & Upholstery	07-10-‘21	Roofs & Waterproofing	10-03-‘22
Insulation Materials	21-10-‘21	Sustainable Materials	24-03-‘22
Decorative Materials	04-11-‘21	Floors & Floor coverings	28-04-‘22
Yacht building Materials	18-11-‘21	Furniture & Interior Construction	12-05-‘22
Timber Materials	02-12-‘21	Ceramic Floor- & Wall Tiles	24-05-‘22
Glassblocks & Glazing	16-12-‘21	Acoustic Materials	09-06-‘22
		Recycled Materials	23-06-‘22
Outdoor Flooring	tba	Kitchens & Countertops	25-08-‘22
		Paints & Coatings	08-09-‘22
		Outdoor Flooring	22-09-‘22
		Interior Textiles & Upholstery	06-10-‘22
		Insulation Materials	20-10-‘22
		Yacht building Materials	03-11-‘22
		Decorative Materials	17-11-‘22
		Biobased Materials	01-12-‘22
		Healthy Materials	15-12-‘22

CONTACT

Materia Exhibitions B.V.

Amsterdamsestraatweg 43-A2
1411 AX NAARDEN (Amsterdam area)
The Netherlands

T +31 (0)20 71 30 650

KVK / Chamber of Commerce 60837802
VAT NL854081732B01

info@materialdistrict.com
www.materialdistrict.com

 Facebook.com/MaterialDistrict
 LinkedIn.com/company/MaterialDistrict
 Twitter.com/MaterialDistrict
 Instagram.com/MaterialDistrict



Jeroen van Oostveen
jeroen@materialdistrict.com



Lottie de Wit
lottie@materialdistrict.com

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