

# newdesign



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**INTRODUCTION**


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**P**ublished bi-monthly (six issues per year) New Design is the magazine that covers the products and processes of design in all its forms.

Combining an experienced editorial team, innovative graphic design and contributions from major industry figures, New Design has established itself as a must-read for anybody connected with the design world.

Building on its core focus on product and industrial design, the magazine reflects the increasing multi-disciplinarity of design with coverage of the design process, innovation strategy, technology and techniques amongst a number of other themes.

The magazine prides itself on providing relevant news, analysis and inspiration for the creative industries.




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**A WORD FROM THE EDITOR**


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**C**elebrating more than fifteen years of publication, New Design has a proud history of serving and championing the design industry.

It is my mission to ensure that that the magazine continues to offer a space in print to showcase the very best work in design as well as a platform for the debate and discussion of the issues that matter to the industry.

The UK's product design scene is extraordinarily vibrant and in the shape of Jonny Ive, Tom Dixon, and Thomas Heatherwick we can claim some of the world's most visible and successful designers. Furthermore, emerging technologies, such as 3D printing, mean that this is a uniquely exciting time to be involved in the business of design.

Innovation and manufacturing will have a key part to play in the country's ongoing economic recovery – clearly design has a fundamental role here. The designer will also be central in ensuring that the products and services that we use are more sustainable, more inclusive, and, naturally, more pleasing.

I am determined that New Design should reflect the aspiration and achievement of our remarkable industry. As such, I would like to take this opportunity to invite design professionals and stakeholders in design conscious businesses to contribute to the magazine and see that the magazine is utterly relevant and is the premier title of its kind.

Best regards,

**Alistair Welch**  
Editor

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## EDITORIAL PROGRAMME

The 2018 editorial programme prioritizes the companies, people and issues that matter in the design profession.

Each issue will contain key features (consultancy, interview, design management, education, and review) alongside a number of one-off features from across design sectors. Look out for our regular special supplements, details of which can be found later in the media pack.

Furthermore, New Design will continue to include our well-established regular slots: In Perspective, Books, Events, Passionate About, Close Up, Profile, Brand, Briefcase, and Difference Engine.

**Key Features:****Consultancy**

Consultancies are the bedrock of the product design industry; these businesses use their skills and expertise in design to help their client companies to be more successful.

New Design's flagship consultancy feature profiles a particular consultancy exploring the business' approach to design, its recent work, and plans for development. The feature will typically involve interviews with the consultancy's design team alongside case study material.

**Interview**

An in-depth, wide ranging interview with a major figure from the design world. Subjects will discuss their background in design, inspirations, current work, thoughts on the state of the design industry, key trends and challenges, and any other business.

**Design management and business**

An expert contribution on an aspect of design management or a discussion of an important issue relevant to the business of design,

Recent features have considered leadership, free pitching, and intellectual property.

**Education**

Design education is fundamental to the future of the industry and is always the subject of lively debate.

New Design invites contributions from universities and higher education institutions on their design provision in addition to opinion pieces on the topic.

**Review**

(shows, events and exhibitions)

There is a lively calendar of design shows and exhibitions both in the UK and further afield. Each issue of New Design will contain an in-depth response to a particular event.

**Case study**

An in-depth examination of the design story behind a particular product of range. From research, to first concepts, through sketching, CAD work, prototyping, testing, to manufacture, and use, this feature seeks to understand how design and designers shape a product at each and every stage of its development.

**Additional features**

Further to our key features, New Design also invites editorial contributions and feature suggestions on the following topics:

- Packaging
- FMCG
- Lighting
- Healthcare
- Prototyping and product development
- Transport
- Graphics
- Urban design
- Sustainability
- Materials
- Service design
- Interaction design
- Signage
- Workplace
- Trends
- Digital
- Consumer
- Product lifecycle

## EDITORIAL PROGRAMME

These features will be commissioned on an issue-by-issue basis in order to best reflect the interests of the industry.

To express an interest in being featured or to pitch an article, please get in touch with New Design features editor Alistair Welch (07799893072, [alistair@newdesignmagazine.co.uk](mailto:alistair@newdesignmagazine.co.uk))

*Examples of previous features are available on request.*

**Regulars**

New Design includes a number of regular features and slots:

**In Perspective:** An opinion leader in which an individual discusses a design issue about which they feel strongly.

**Books:** Reviews of the latest design publications

**Events:** Information regarding upcoming design events

**Close up:** Image led focus on a particular design event. Examples include: Electrolux Design Lab, Braun Prize, Restaurant and Bar Design Awards

**Passionate about:** Image led, an opportunity for an individual to share their particular design passion. Examples include: prog-rock record sleeves, craft, snowboard designs, and cycling.

**Where I Work**

An image led feature offering you the chance to share your design workplace – its best features, quirks, and atmosphere – with the magazine's readers.

**Profile:** Profile of a designer's career and work

**Brand:** Examination of the development and deployment of a particular brand. Examples include: Little Chef, Dulux paint, Pot Noodle.

**Briefcase:** Follows a design project from brief through to manufacture. Examples include: Pez dispenser (by Kiska for Pez), ready meal packaging (by Gilchrist & Elmwood for Asda), tracking dog collar (by Triteq for Retrieva).

**Difference engine:** [inside back cover] A quirky, image led piece looking at various designs for particular objects. Examples include: coffee cups, taxi signs, book covers, fans, and football jerseys.

To express an interest in contributing to one of our regular features or to recommend books or upcoming events – please contact Alistair Welch ([Alistair@newdesignmagazine.co.uk](mailto:Alistair@newdesignmagazine.co.uk))

**Special supplements** - Details of New Design's special supplements for 2018

**Issue 133** – Mar/Apr – Medical

Medical technology design and innovation

**Issue 134** – May/June – Graduate Showcase

The best work from 2018's graduating designers

**Issue 136** – Sept/Oct – Product development Showcase

Featuring the companies and technologies involved in all aspects of product development and manufacturing including 3D printing and prototyping

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**ADVERTISING RATES**


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**Display rates**

SIZE	1 insertion	3 insertions	6 insertions
DPS	£3675	£3456	£3300
Full page	£1950	£1815	£1735
Half page	£995	£940	£895
Quarter page	£595	£570	£540

**Design directory and links**

**Design directory** - £495 for 12 months business card directory listing in the magazine and online.

**Recruitment rates**

Full page	£2100
Half page	£1100
Quarter page	£675
Scc	£25

**Website**

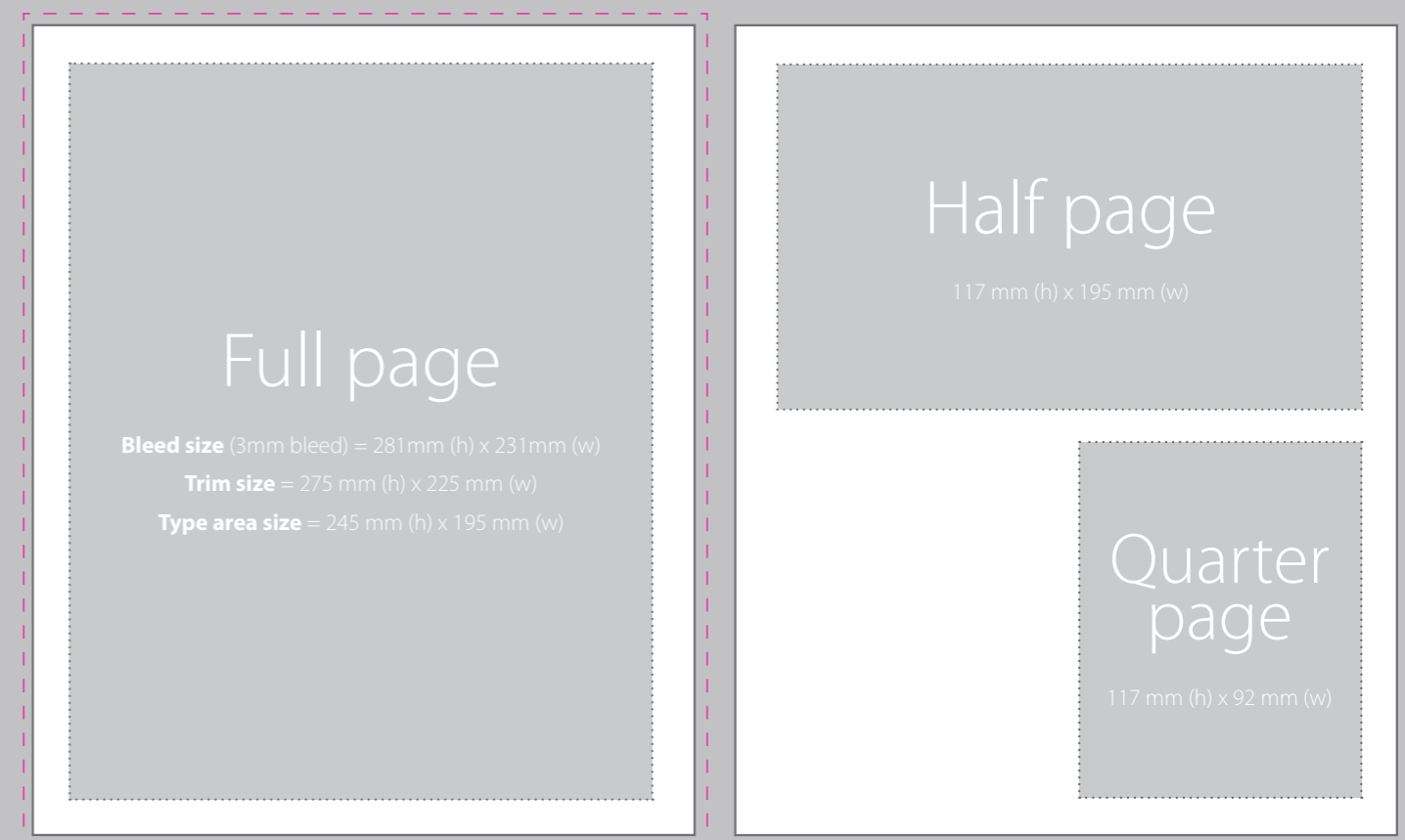
Advertising rates available on request - Contact Steve Welch on +44(0)1926 671339 / [steve@newdesignmagazine.co.uk](mailto:steve@newdesignmagazine.co.uk)

**Above rates exclusive of VAT**

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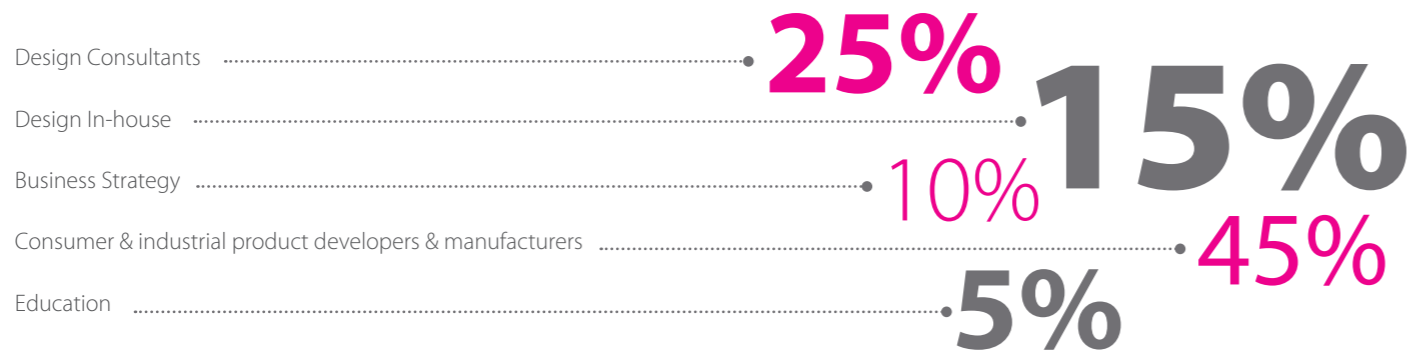
**MECHANICAL DATA**


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**CIRCULATION: READERSHIP**



**CIRCULATION: RESPONSIBILITY**

CEO/Managing Director Partner/Owner Corporate Management Design Directors	Heads of Design Design Managers Product Management Designers	Independent Consultants Industrial Designers Product Designers Project Management	Prototyping & Development Research & Testing Education Design Buyers/specifiers
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**CIRCULATION: SECTOR**

consumer products transport industrial products	medical & healthcare brand packaging	workplace & interiors digital design prototyping	retail environment education
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**CIRCULATION: GEOGRAPHICAL BREAKDOWN**



**RATES AND DATA**

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