

Sight Unseen

What is Sight Unseen?

Launched in November 2009, Sight Unseen is an online magazine that takes readers inside the worlds of design, art, fashion, photography, and other creative disciplines. Through revealing interviews, first-person accounts, and behind-the-scenes reporting on the creative process, Sight Unseen uncovers the stories, inspirations, and obsessions of some of the most fascinating designers and artists working today.

From studio visits to commissioned projects, illuminating design histories to "making of" narratives, Sight Unseen moves beyond the talking points to give readers an intimate front-row seat to the creative life. In just a short time, it has established a reputation for being one of the most fascinating and stunningly designed online publications on the web today.

Who is the Sight Unseen reader?

Sight Unseen speaks to design practitioners, craftspeople, and enthusiasts, as well as anyone with an interest in the creative process. The website's target readers are artistically minded men and women in the 25-to-55 age bracket. They are highly educated tastemakers and cultural trendsetters from around the globe who are interested in the arts, design, culture, and other creative pursuits. They are predominately professional and work as designers, artists, writers, curators, executives, academics, and entrepreneurs.

Less than a year after its launch, Sight Unseen enjoys, on average, more than 1,000 unique readers per day, a figure that is trending upwards. Our readers are primarily based in the United States, with the UK, Canada, Australia, Germany, and the Netherlands following closely behind.

Advertising opportunities

Sight Unseen offers a single homepage banner ad in an innovative and visually appealing format: "Today's Sponsor." It features advertorial copy written by the editors in collaboration with participating sponsors, plus an optional image mouseover. The ad can be purchased on a weekly or monthly basis for exclusive use.

Cost: \$200 per week, or \$700 per month

Dedicated email option coming soon. Call or email for additional information.

What other publications are saying about Sight Unseen:

"The site's a bit different from most others out there: Rather than documenting only new work, it's dedicated mostly to the lifestyles of designers. Check it out – fun stuff for anyone interesting in peeking behind the often forbidding facade of modern design." –Cliff Kuang, fastcompany.com

"It's like MoCo Loco with a dash of the Selby." –Valetmag.com

"Sight Unseen is a new blog from two former editors of design bible I.D. magazine, Monica Khemsurov and Jill Singer. It's a little bit like an online version of Apartamento magazine, only with more editorial content." –The Design Hotels Future Blog

"[Sight Unseen's founders] spent the last six months traveling abroad and gathering articles that include factory and studio visits, individual collections, personal sketchbooks, and one-on-one interviews. Sight Unseen will definitely be a regular visit of ours and it should be yours as well." –Tom Ran, The Scout

"We're excited to announce the brand new, just-launched web magazine Sight Unseen ... The interviews, studio visits, book excerpts, factory tours, sketchbook highlights, and design flashbacks reveal all the thinking, hard work and discoveries behind a vibrant, pluralistic and international creative scene." –Lisa Smith, Core77

"A great new blog focusing on design, art, fashion, photography and other creative disciplines from the former editors of I.D. Magazine, which recently closed its doors. Design by Timko and Klick." –Tyler Askew, It's Nice That

About the Editors

Monica Khemsurov and Jill Singer are former editors of *I.D. Magazine*, as well as freelance writers, curators, and design consultants. Khemsurov is also the author of a monthly design column for *Details* magazine, and a contributor to *T: The New York Times Style Magazine*, among others. Singer's writing has appeared in *New York, Print*, *T: The New York Times Style Magazine*, *V Magazine*, and more. Both live and work in New York City.

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About the Designers

Timko & Klick is a multidisciplinary art direction and graphic design firm based in New York City. Their client list includes *BusinessWeek*, David Yurman, *Fortune*, The Guggenheim Museum, Harry N. Abrams Inc., HBO, Microsoft, *The New York Times*, and *Wired*, among others.

Contact Us

For advertising rates, partnership opportunities, or further information, please contact us at (917) 549-0528 or advertising@sightunseen.com