

About Sight Unseen

ABOUT SIGHT UNSEEN

Sight Unseen is an online magazine that takes readers inside the worlds of design, art, fashion, and photography. With in-depth, behind-the-scenes reportage, Sight Unseen uncovers the stories, inspirations, and obsessions of some of the most fascinating designers and artists working today.

Since its founding in 2009, the site has served as a destination for companies and individuals interested in scouting new talent as well as an inspiration for those working in creative pursuits.

Founded	November 2009
Average Monthly Pageviews	100,000
Average Monthly Visits	52,000
Average Monthly Unique Users	35,000
Average Session Length	1.74 minutes
Facebook reach	10,000 fans
Twitter reach	13,000 followers
Instagram reach	5,000 followers
Pinterest reach	6,000 followers
Daily email subscribers	6,700

About the Editors

ABOUT THE EDITORS

Sight Unseen was founded by Monica Khemsurov and Jill Singer, design experts and former editors at the late American design bible I.D. Magazine. The two are also freelance writers and frequently cover design, fashion, and travel for publications such as Details, Surface, W, and T: The New York Times Style Magazine. Together in 2010, they founded the Noho Design District, an off-site event during the International Contemporary Furniture Fair that has grown to become New York Design Week's most talked-about and exciting incubator for new ideas and emerging talents.

Our Audience

OUR AUDIENCE

Our readers are tastemakers and trendsetters from around the globe, with a personal or professional interest in the arts, design, culture, and other creative pursuits. They primarily work as product and interior designers, artists, creative directors, architects, stylists, curators, photographers, academics, and entrepreneurs. The majority of Sight Unseen's readers fall into the 25-49 age bracket.

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PARTICIPATION

Our readers are heavily involved in the global art and design scene. They exhibit at shows, mount their own exhibitions, and attend dozens of industry events throughout the year, including:

Design/Miami Basel
Art Basel Miami Beach
London Design Festival
Milan Furniture Fair
SXSW Interactive
Dutch Design Week
Venice Biennale
The Armory Show
International Contemporary Furniture Fair
Dwell on Design
The Architectural Digest Home Design Show
Design Parade
TED
Design Hotels Future Forum
Stockholm Furniture Fair
Bread & Butter
Frieze Art Fair

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INFLUENCE

Creative practitioners are the foundation of Sight Unseen's devoted readership, but our audience is also made up of design, fashion, and art influencers who hold top positions at creatively minded companies and institutions, including:

Anthropologie	MoMA
Anya Hindmarch	Monocle
Artek	Museum of Arts & Design
Blu Dot	Nike
David Zwirner Gallery	OMA
Design Hotels	Phillips De Pury
Design Miami	Real Simple
Design Within Reach	Rizzoli
Droog	Roman & Williams
Dwell	Saatchi & Saatchi
Fabrica	School of Visual Arts
Forbes	Smithsonian
Frog Design	The Cooper-Hewitt
Gensler	The Future Laboratory
Helmut Lang	The Future Perfect
IDEO	The Rockwell Group
J. Crew	Urban Outfitters
MAC Cosmetics	West Elm
Martha Stewart	WGSN

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PAST CLIENTS

Sight Unseen has worked with brands both small and large. Our previous clients include:

Urban Outfitters

CB2

Pentax

Etienne Aigner

Jambon

The Standard, East Village

Sonos

Mykita

Karlssons Vodka

Milagro Tequila

Societe Perrier

Bernhardt Design

Mohawk Paper

J&B Whiskey

Rizzoli

USM Modular Furniture

Areaware

Visit Philly

Creatures of Comfort

Baggu

Lincoln

Woonwinkel

Bario Neal

Advertising Opportunities

Sight Unseen offers several options for reaching our highly covetable demographic: Online Advertising, Sponsored Posts, Giveaways, and Custom Solutions.

We look forward to working with you to find the best way to ally our brands.

ONLINE ADVERTISING

Sight Unseen offers two standard advertising options to place a spotlight on your brand: a single leaderboard banner ad on the homepage, or a smaller ad that appears below each story post. Our click-through rates are much higher than industry average.

Banner ads may be purchased in increments of 10,000 impressions, inquire for availability

Specs: 728x90 or 300x250

Rate: \$10 CPH (banner) or \$7 CPH (story)



SPONSORED POST

Sponsored editorial posts are published on Sight Unseen's homepage, reach the site's RSS and email subscribers, and are advertised to our nearly 30,000 combined Facebook, Instagram, and Twitter followers. Sponsored Posts are a premium opportunity to forge a deeper connection with our readers by communicating your brand's story.

Sponsored Posts live in the site archive indefinitely

Posts are written by Sight Unseen's editors and have the same format and placement as a normal story but with a small sponsored content disclaimer at the bottom

Sight Unseen can work with partners to develop in-depth content for the piece

Rate: \$1,000 per post



SPONSORED GIVEAWAY

Sponsored Giveaways appear on the Sight Unseen homepage, reach the site's RSS and email subscribers, and are extensively promoted to our nearly 30,000 combined Facebook, Instagram and Twitter followers.

Provides advertisers with the opportunity to promote key products

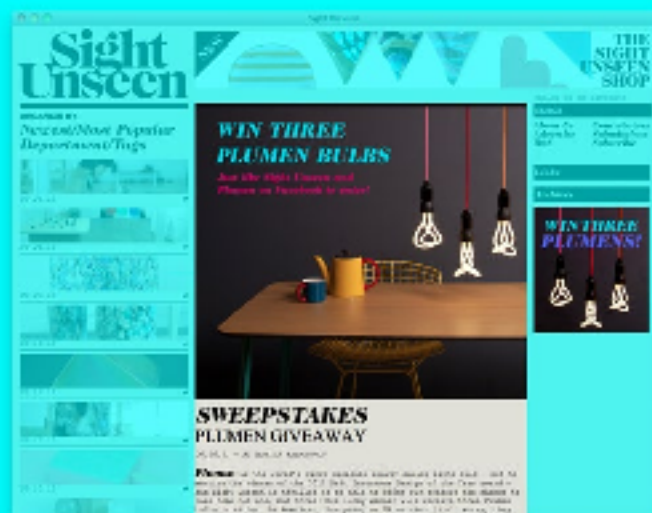
Includes one 530x400 promotional image in the center column illustrating the prize as well as a special 185x200 skyscraper ad in the site's right column that will live on the site for the duration of the giveaway

Drives social media mentions and offers the ability to collect email opt-ins

Daily presence on the site

Optional dedicated newsletter send available
advertising to Sight Unseen's 5,000+ mailing list

Rate: Giveaway campaigns start at \$1,000



CUSTOM SOLUTIONS

In October 2013, Sight Unseen was approached by the influential fashion brand Etienne Aigner to co-host a party for its New York flagship store opening. The event was intended to communicate the brand's reinvention to a new generation of fashion and design influencers, while being the kind of party that still has people talking the next day. Sight Unseen produced a game night that included designer-made dominoes and minimalist playing cards, generating a flurry of social media. The package also included a sponsored post on Sight Unseen, a two-week banner ad, and access to Sight Unseen's VIP invitation list.

We can customize a campaign to suit your needs. Please contact us to discuss these special opportunities.



CONTACT US

*For advertising rates, partnership opportunities, or
further information, please contact us:*

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*Screen-printed ceramic tiles made in Madrid.
From Up and Coming: SuTurno, Graphic and Textile Designers*



*Inspiration in the form of Sicilian majolica flasks.
From The Making Of: Moulding Tradition by Formafantasma*



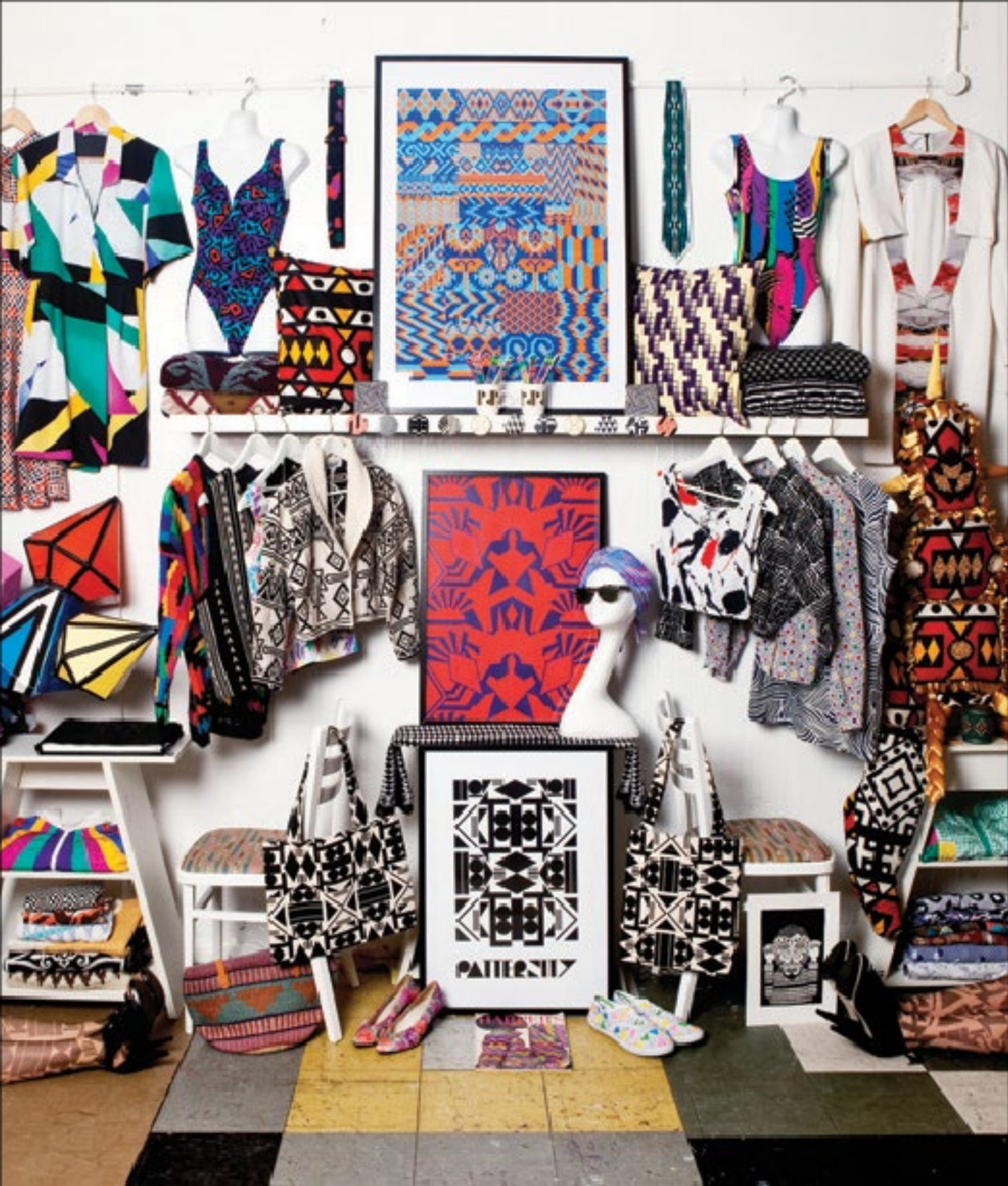
*Original photo composition, commissioned by Sight Unseen.
From Invitation: A Color Study by Rose Color*



*A row of hand-cut streamers on the workshop table.
From Studio Visit: Confetti System, Decoration Designers*



*A view inside the Swiss bagmaker Freitag's 30,000-sqft. production facility.
From Factory Tour: Freitag's Zurich Headquarters*



*A wall curated by Patternity for London retailer Supermarket Sarah.
From Up and Coming: Patternity, Furniture and Textile Designers*