

KILBURN COMMUNICATIONS | NO PR - NO COMMENT.

# MEDIA GUIDE

DESIGN PUBLICATIONS | DESIGN ASSOCIATIONS  
| DIGITAL MEDIA | | AWARDS | CONFERENCES & EXHIBITIONS

20  
25



0 35545 62336 78 1

2025 UK DESIGN MEDIA



# BERT FRANK



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# kilburn comms

checking in 



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IN PARTNERSHIP WITH *EKC*

**KILBURN**  
COMMUNICATIONS

In an arena where appearances can be deceiving, understanding who's genuinely shaping the industry is a game-changer. That's why transparency is the cornerstone of this guide. In both design as well as business, what's beneath the surface often has as much impact as what's visible on top.

At Kilburn Communications, we've done the digging, the counting, and (yes) the obsessive spreadsheeting to deliver you the most current circulation and readership stats from the industry's most influential media platforms. From print to digital, social media standings to conferences, and a few award campaigns thrown in for good measure – we've got it covered.

Consider this guide your compass in the dynamic, sometimes deceptive, and always fascinating world of design media. Here's to navigating it with clarity and knowing exactly where we all stand.

*Hamish Kilburn*

OWNER / DIRECTOR,  
KILBURN COMMUNICATIONS

This guide has been produced by Kilburn Communications to give top-level information collated from media kits, editors and publishers. For additional (and accurate) information and authentication on details and circulation figures, please contact the entrants referenced.



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Leading design associations and awards in the UK

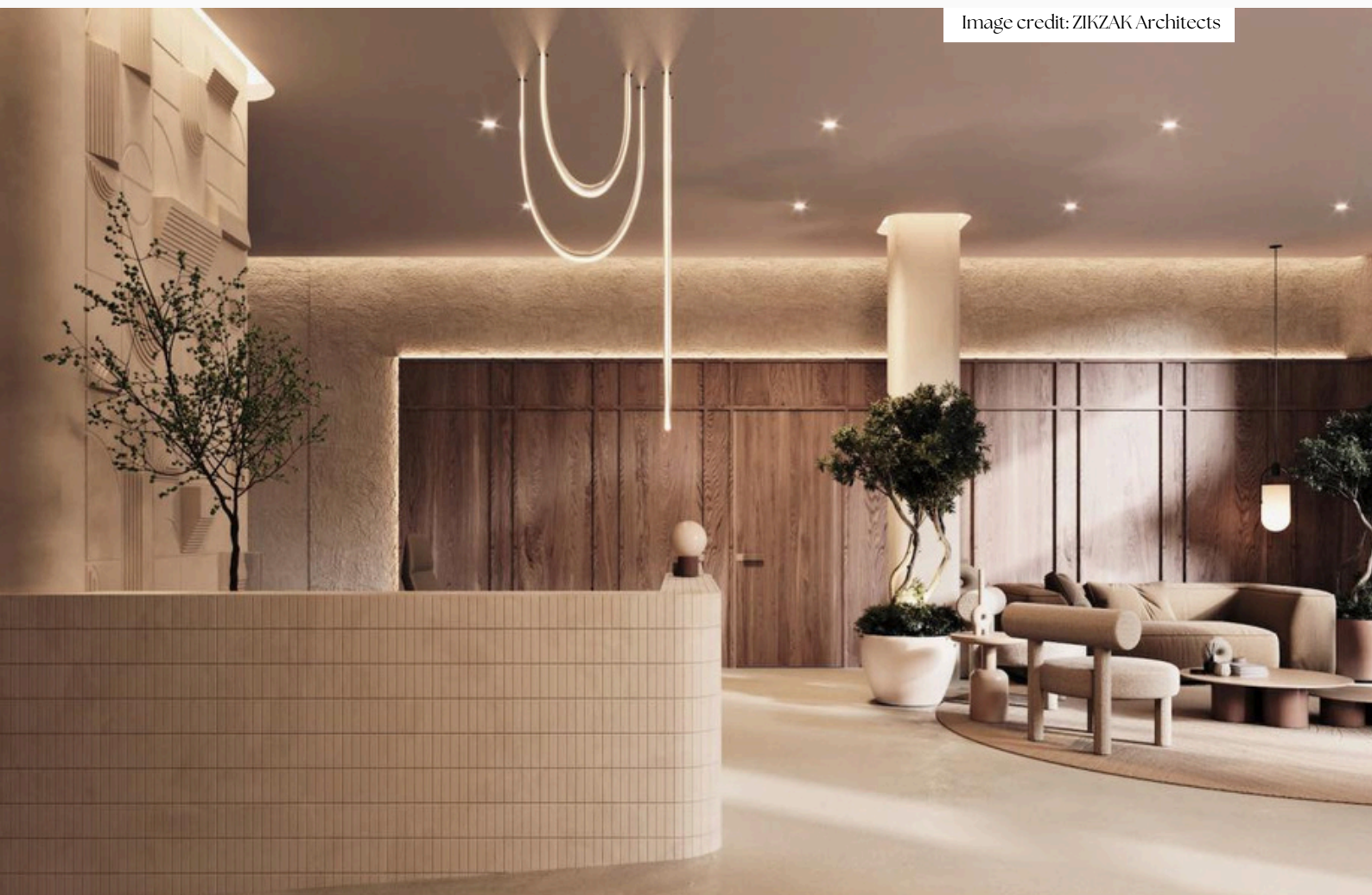



Image credit: ZIKZAK Architects


# design publications

Wallpaper\*  
RIBA Journal  
House & Garden  
Interior Designer  
Livingetc  
FX Magazine  
Hospitality Interiors  
KBB Magazine  
Studio  
Sleeper  
Supper  
Starboard  
SPACE

Architectural Digest  
The World of Interiors  
Designers  
Ideal Home  
Dwell  
ICON  
Boutique Hotelier  
Architecture Today  
Architect's Journal  
Homes & Gardens  
KBB Review

 Circulation

 Frequency

 Audited

## Ideal Home



84.5k



12 issues



ABC certified

## dwell



272k circ.



6 issues



Uncertified

## ICON



25.5k circ..



4 issues



Uncertified

## BOUTIQUE HOTELIER



3.3k subscribers



12 issues



Uncertified

## Wallpaper\*



100k circ.



12 issues



Uncertified

## RIBA The RIBA Journal



24.4k circ.



12 issues



ABC certified

## HOUSE & GARDEN



112.4k circ.



12 issues



ABC certified

## interior designer



5k circ.



6 issues



Uncertified

## Livingetc



49.4k circ.



12 issues



ABC certified

## FX



10.5k circ.



6 issues



Uncertified

## Hospitality Interiors



3.5k copies.



6 issues



Uncertified

## KITCHENS BEDROOMS & BATHROOMS



25.7k circ.



12 issues



Uncertified

**STUDIO**  
MAGAZINE



25K circ.



2 issues



Uncertified

**SLEEPER**



13K circ.



6 issues



Uncertified

**SUPPER**



12K circ.



6 issues



Uncertified

**STARBOARD**



10K circ.



2 issues



Uncertified

**SPACE**  
INTERNATIONAL HOTEL DESIGN



10K readers



6 issues



Uncertified

**AD**  
ARCHITECTURAL DIGEST



3.2m readers



6 issues



Uncertified

THE WORLD OF  
**INTERIORS**



54.2k circ.



12 issues



ABC certified

**designerati**



3.3k subscribers



12 issues



Uncertified

**A** Architecture  
Today



13K circ.



12 issues



ABC certified

**AJ** Architects' Journal



7.8K circ.



12 issues



ABC certified

**HOMES**  
& GARDENS



56..6k circ.



12 issues



ABC certified

**kbbreview**



13.9k circ.



12 issues



ABC certified

# digital platforms

Dezeen  
Design Milk  
Designboom  
Wallpaper  
Livingetc  
Design Curial  
Hospitality Interiors  
KBBReview.com  
Interior Designer  
Hotel Designs  
House & Garden  
Dwell

Studio  
Sleeper  
Supper  
Architectural Digest  
Designerati  
Boutique Hotelier  
Riba Journal  
Homes & Gardens  
Ideal Home



## BOUTIQUE HOTELIER



50k vistors



Display ads  
/ advertorials /  
e-shots



173.6K

## RIBA

The RIBA Journal



42K vistors



Display ads  
/ advertorials /  
e-shots



173.6K

## HOMES & GARDENS



7.9m vistors



Display ads  
/ advertorials /  
e-shots / social



1.1m

## Ideal Home



1.9m vistors



Display ads  
/ advertorials



5.5m

## de zeen



3m vistors



Display ads  
/ advertorials /  
newsletters /  
eCommerce



7.3m

## design\milk<sup>®</sup>



380k vistors



Display ads  
/ advertorials /  
newsletter  
social media /  
TV partnerships



7.1m

## designboom<sup>®</sup>



3.5m vistors



Display ads  
/ advertorials /  
newsletters



6.4m

## Wallpaper<sup>\*</sup>



1.7m vistors



Display ads  
/ advertorials /  
newsletters /  
eCommerce



8m

## Livingetc



425k vistors



Display ads  
/ advertorials /  
newsletters



1.6m

## design/ curial



100k vistors



Display ads  
/ advertorials /  
newsletters



6.7k

## Hospitality Interiors



12.7k vistors



Display ads  
/ advertorials /  
newsletters



5.8k

## kbbreview.com



14.9k vistors



Display ads  
/ advertorials /  
newsletters



19.3k

## interior designer



2.5K vistors



Display ads  
/ advertorials /  
e-shots /



10.5k

## HOTEL DESIGNS



53K vistors



Display ads  
/ advertorials /  
e-shots / events



24.4k

## HOUSE & GARDEN



7m vistors



Display ads  
/ advertorials /  
social /  
eCommerce



8.5m

## dwell



1.8m vistors



Display ads  
/ integrated  
marketing /  
eCommerce



5.4m

## SLEEPER



35K vistors



Display ads  
/ advertorials /  
e-shots / social /  
events



36.2k

## SUPPER



6.1K vistors



Display ads  
/ advertorials /  
e-shots / social /  
events



7.8k

## AD

ARCHITECTURAL DIGEST



18m vistors



Display ads  
/ advertorials /  
e-shots



26m

## THE WORLD OF INTERIORS



35K vistors



Display ads  
/ advertorials /  
e-shots



2.9m

## designerati



4.5k vistors



Display ads  
/ advertorials /  
e-shots



12.2k



Monthly Users



Advertising opportunities



Social media followers (Instagram, X, LinkedIn)

# events & conferences

Maison&Objet  
Surface Design Show  
Workspace Design Show  
London Design Week  
IHIF  
Salone del Mobile  
HD Expo  
Clerkenwell Design Week  
London Design Biennale  
NeoCon  
Helsinki Design Week  
London Design Festival  
Annual Hotel Conference  
Decorex  
Independent Hotel Show London  
HIX Event  
Sustainable Design Summit  
Cruise Ship Interiors Expo  
Global Hospitality Talk



Date



Location





16 – 20 Jan



Paris



04 – 06 Feb



London



26 – 27 Feb



London



10 – 14 Mar



London



31 Mar – 02 Apr



Berlin



Salone  
del Mobile  
Milano



08 – 13 Apr



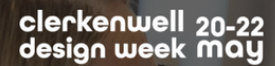
Milan



06 – 08 May



Las Vegas



20 – 22 May



London



05 – 29 Jun



London



09 – 11 Jun



Chicago



02 – 12 July



London

Helsinki

Design

Week



05 – 14 Sep



Helsinki



DATE TBC



London



Annual Hotel  
Conference



DATE TBC



Manchester



DATE TBC



London



L O N D O N



DATE TBC



London



DATE TBC



London



DATE TBC



London



DATE TBC



London



GLOBAL  
HOSPITALITY  
TALK



05 Dec

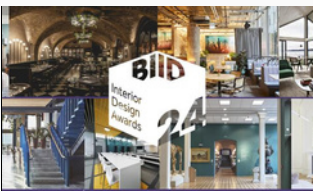
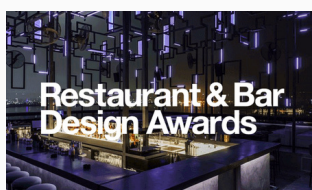


Dubai

# awards & associations

FX Awards  
Surface Design Show Awards  
AHEAD Awards  
International Property Awards  
Outstanding Property Award London  
The Interior Designer Awards  
The KBB Review Retail and Design Awards  
The RIBA Awards  
The RICS Awards  
The Brit List Awards  
Mix Awards  
SBID International Design Awards  
Restaurant & Bar Design Awards  
Independent Hotel Show Awards  
The BIID Awards  
The Elle Decoration British Design Awards  
The World Architecture Festival Awards

NEWH  
Design Council  
SBID  
Royal Institute of British Architects  
British Institute of Interior Designers  
The Chartered Society of Designers





# “ from the trade ”

“Hamish’s expertise in travel and design together with his ability to weave these elements into his journalism made collaborations valuable and inspiring.”

**CHRIS ORLIKOWSKI**  
GLOBAL COMMUNICATIONS,  
MANDARIN ORIENTAL

“Hamish is more than just a professional; he embodies the heart and soul of the hospitality community. His commitment to supporting artisans highlights his genuine love for craftsmanship.”

**MARIE SOLIMAN**  
CO-FOUNDER, BERGMAN  
DESIGN HOUSE

“Hamish is incredibly personable whilst at the time super professional and focused. He is able to identify key strategies, which he targets quickly and efficiently and follows up with succinctness and a whole lot of charm! He has always been a pleasure to work with and has a great reputation in the industry.”

**TINA NORDEN** PARTNER, CONRAN & PARTNERS

“When I asked Kilburn Communications to write an article for a press opportunity, I was not expecting them to capture the tone of our studio so effortlessly and accurately in their writing. This, along with Hamish’s connections in the hotel design industry, is the reason I would 100% recommend Kilburn Communications to anyone wanting to elevate their brand. They have certainly changed my perception on PR.”

**LEANNE ARMSTRONG** CREATIVE DIRECTOR, BLACK IVY DESIGN

“Hamish’s tireless work ethic, dedication and fresh approach to serve the industry have not only enhanced our networking, but his fresh approach to always deliver something different has ensured every partnership with him has been an extraordinary success.”

**ANKE SUMERHILL** MANAGING DIRECTOR, MINOTTI LONDON

# no PR – no comment.

IN PARTNERSHIP WITH **EKC**  
**KILBURN**  
COMMUNICATIONS

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