



# AD

U.S. Media Kit  
2H 2025

CONDÉ NAST





# AD

*The International  
Authority on Design*

## Brand Mission

AD, the international design authority, celebrates the best of design today, captivating millions of readers across a wide range of audiences wherever they are—video, digital, print, live—with rare access to the world's most extraordinary interiors, architecture, tastemakers, and products.

"Architectural Digest offers rare access to the world's most beautiful homes—compelling, relevant, and private spaces you will never see anywhere else—and the fascinating people who create and inhabit them. Celebrating the best in design, AD pushes the conversation forward, whether focusing on the future of our cities, showing a new generation to AD It Yourself, or being the premier resource for the design community. We seek to inspire and entertain on every platform while continuing to demonstrate our cultural significance, global influence, and staying power as the international design authority."

AMY ASTLEY, GLOBAL EDITORIAL DIRECTOR AND  
US EDITOR IN CHIEF, ARCHITECTURAL DIGEST

2.0X

TRADE  
PROFESSIONALS

1.7X

HIGH NETWORTH  
INDIVIDUALS

1.4X

INTERIOR DECOR  
INFLUENTIALS

4:5

AD CONSUMERS SAY "I RELY  
ON AD MORE THAN OTHER  
HOME BRANDS FOR EXPERT  
ADVICE"

4M

PRINT READERS

7M

AVG. MONTHLY  
DIGITAL UNIQUES

25.4M

SOCIAL FOLLOWERS

51M

AVG. MONTHLY  
VIDEO VIEWS

MRI-Simmons Fall 2024; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24); MRI-Simmons Starch 2024

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## *Brand Highlights*

**OPEN DOOR** | AD's "Open Door" video is a natural extension of our popular home features, showcasing house-proud superstars and their properties. AD's editors often scout projects for years to secure exclusive access, and when it's camera-ready, private celebrities invite us in, trusting AD to capture the soul and spirit of their personal spaces.

**AD PRO** | AD PRO is the ultimate resource for design industry professionals, a members-only community that allows design pros to tap into the minds of AD editors and industry experts, offering a level of access, information sharing, and reporting they can't find anywhere else.

**AD PRO DIRECTORY** | AD PRO Directory is an online resource showcasing vetted-by-AD designers, aligned with the power and influence of the AD brand, providing a premium listing for consumers to source top-tier talent for upcoming projects and renovations.

**AD PRO FUTURE LAB** | AD PRO Future Lab is AD's thought leadership event, convening editors, designers, and industry leaders to explore what's next in the world of design. AD will launch this first-ever, dynamic one-day experience and explore the future of design with high-impact conversations live from New York City and livestreamed to design professionals around the globe.

**DESIGN MAKING A DIFFERENCE** | AD's annual Star Power Issue celebrates the homes of Hollywood luminaries and the designers behind them, offering a glimpse at not just beautiful spaces, but unique sanctuaries that offer comfort, security, and a sense of belonging. In February 2026, on the one year anniversary of the devastating LA fires, AD will unite the Hollywood community to support the rebuilding efforts with a star studded Design Making a Difference event and auction.

**AD RECOMMENDS** | Inspired by AD's Open Door franchise, this NEW platform recommends products as seen in Open Door episodes inspiring consumers to get the look. Including a list of products curated by our editorial team, AD will create an ecosystem around our successful video franchise while including elements brands can integrate, align and amplify around.

**AD IT YOURSELF** | Featuring access to top design experts as only AD can, AD It Yourself showcases elevated DIY projects and actionable advice from the pros—with step-by-step photos, videos, tips, shopping lists, and more—reaching design enthusiasts eager to create the looks they love in their own homes.





## Production Schedule and Rate Cards

### **FEBRUARY 2025 – RISING STARS ISSUE**

CLOSE DATE: 11/19/24 ON SALE DATE: 1/21/25

### **MARCH 2025 – CREATIVES AT HOME ISSUE**

CLOSE DATE: 12/19/24 ON SALE DATE: 2/18/25

### **APRIL 2025 – THE GLOBAL SUSTAINABILITY ISSUE**

CLOSE DATE: 1/30/25 ON SALE DATE: 3/25/25

### **MAY 2025 – THE STAR POWER ISSUE**

CLOSE DATE: 2/27/25 ON SALE DATE: 4/29/25

### **JUNE 2025 – COUNTRY HOUSES, GREAT ESCAPES**

CLOSE DATE: 4/3/25 ON SALE DATE: 6/3/25

### **JULY/AUGUST 2025 – THE SUMMER LIVING ISSUE**

CLOSE DATE: 5/8/25 ON SALE DATE: 7/8/25

### **SEPTEMBER 2025 – THE STYLE ISSUE**

CLOSE DATE: 6/12/25 ON SALE DATE: 8/12/25

### **OCTOBER 2025 – THE CITY LIVING ISSUE**

CLOSE DATE: 7/17/25 ON SALE DATE: 9/16/25

### **NOVEMBER 2025 – THE REINVENTING TRADITION ISSUE**

CLOSE DATE: 8/14/25 ON SALE DATE: 10/14/25

### **DECEMBER 2025 – THE ART AND LUXURY ISSUE**

CLOSE DATE: 9/18/25 ON SALE DATE: 11/18/25

### **JANUARY 2026 – THE AD100 ISSUE**

### **PRINT OPEN GENERAL RATE CARD**

Page: \$171,652.43

Cover 2: \$205,953.43

Cover 3: \$180,178.54

Cover 4: \$214,553.26

\*Dates and rates subject to change.

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