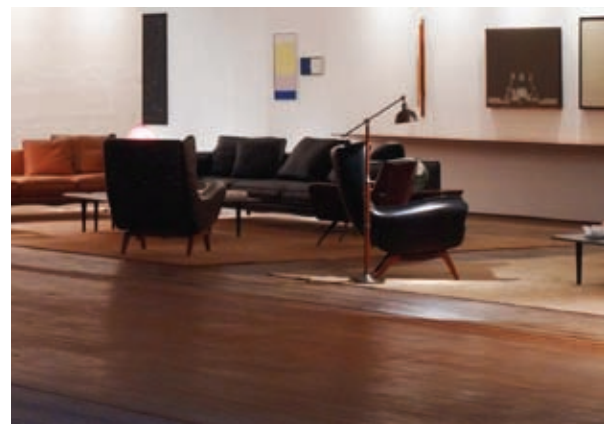


Extraordinary resources | Exquisite designs

# Diisyn



*designer: Studio mk27  
photographer: Nelson Kon  
Featured on page 14, Diisynology v.07.2010*

Design is everything. Everything! Paul Rand

Inspiration has a new name: Diisyn

Diisyn [dih-zahyn]: A family of brands dedicated to sustainable design, created for those who are passionate about the beautiful and exceptional.

Our lives are filled with design, from the way we dress to the way we decorate our homes or offices we create the space around us to fit who we are. The Diisyn brand is committed to providing our visitors, readers and followers with inspiration, resources and the tools they need to expand their horizons and design the spaces in their lives.

The Diisyn clients are those who share our passion for great interior design architecture which is eco-friendly and sustainable. Our websites include: Diisynology - the smart person's magazine for eco-conscious interior design and architecture, DiisynJelly.com - where the design world comes to talk, Diisyn.com - the eco-friendly design center, and ArtisanDiisyn.com - a global marketplace for handcrafted accessories. This is the home of a very select group of visitors and readers, whose passions, interests, shopping habits and desires all center around their love for beautiful spaces.

Welcome to the home of design, the place where those in the know come to learn, shop and become inspirational. Welcome to the Diisyn Family!



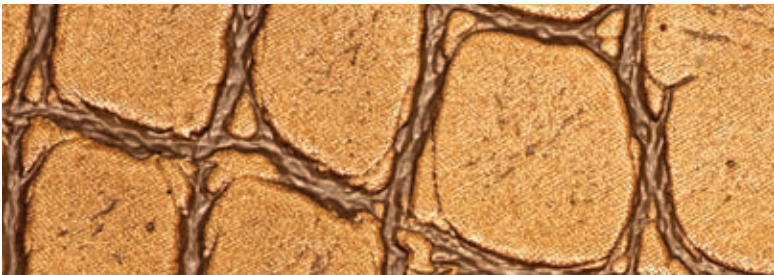
Designer: EcoNest Photography: EcoNest  
Featured in Diisynology v.01.2010

The Eco-design Center

Life is filled with inspiration, our job is to point it out and empower people to change



Readership  
Average Age  
  
30-55



Male/Female  
  
40/60



Designer: EcoNest  
Photographer: Kim Kurian  
Featured in Diisynology v.01.2010



4125 E. Palace Avenue, Suite 50,  
Santa Fe, New Mexico 87501

1.505.989.9919  
info@diisynology.com



Designer: Studio mk27  
 Photographer: Reinaldo Coser and Gabriele Arantes  
 Featured in Diisynology v.07.2010



*design is personal, it is passion.*

2005-2007 digital subscribers growth

**315%**

### Our Mission

We provide our community with extraordinary resources and exquisite designs. We promise a place where people can come together who share their passion for design. A place where they can be inspired and find the information and products they need to create amazing interiors. We commit to providing information from vetted sources that our readers can use with confidence. We promise to provide meaningful advertisers that are relevant to the Diisyn community and whose mission is in alignment with the Diisyn philosophy.

We know that are readers look to us as a resource and we commit to living up to that standard.

*powerful message medium, inspiration on every page, the latest styles...*



total digital subscribers

**63Million**



Designer: Kendle Design Collaborative  
 Photographer: Rick Brazil  
 Featured in Diisynology v.06.2010

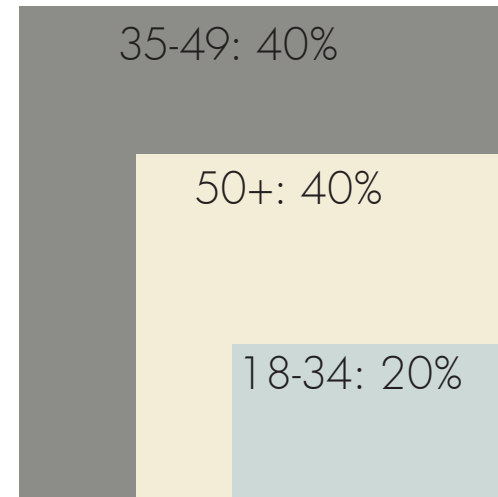
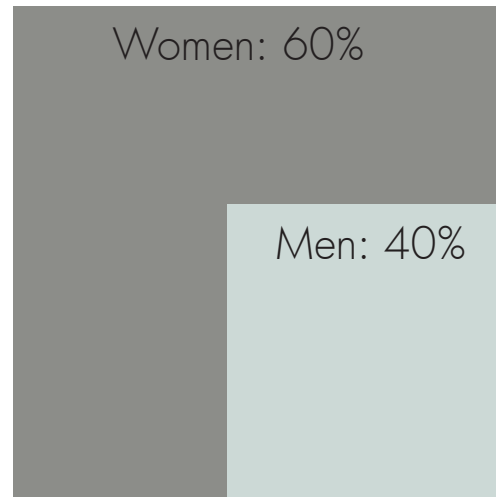
### a powerful commitment to advertisers

Our advertisers are key to the success of our mission. We value each advertising partner and are committed to providing a powerful, goal achieving medium. It is our goal to provide a safe environment and exceptional technology to help you reach your target audience and make your brand shine. We offer the advertiser options and flexibility to hone and refine campaigns to help capture the best return on investment. We are committed to being your partner with integrity. We want your company

to feel that these were the best advertising dollars spent each month.

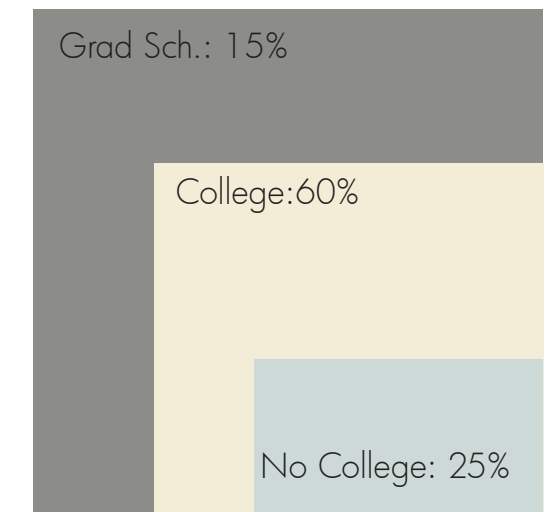
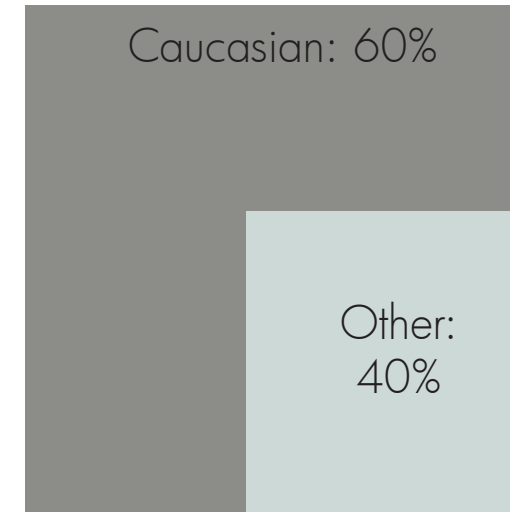
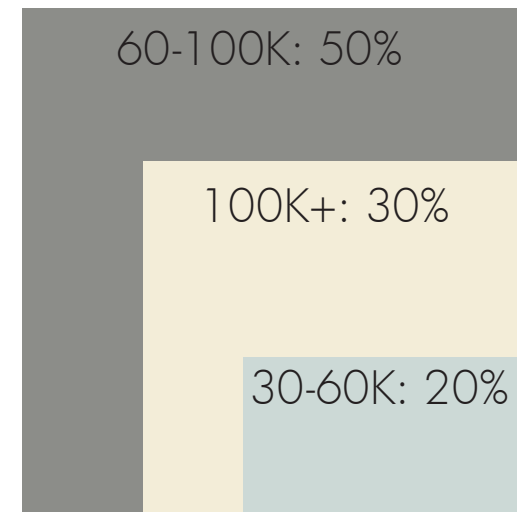
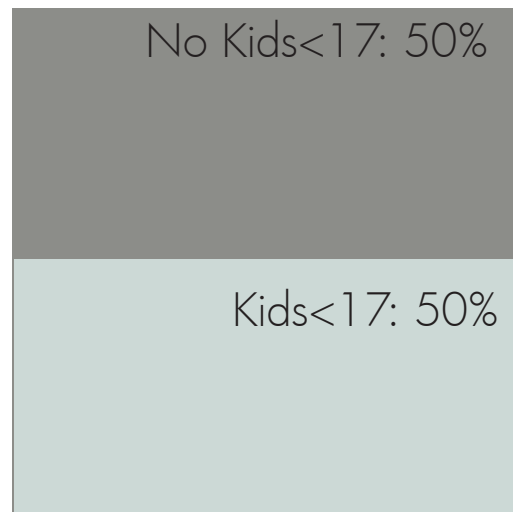
We appreciate the committment you are making to us and do not take this lightly. We view our advertisers a partners and friends to bring the best products and ideas to our readers. Know that we are here for you -- to answer questions, review concepts, and to refine your campaigns. This is the Diisyn difference, this is our commitment.

# Diisyn Market Profile



Readership Average Household Income

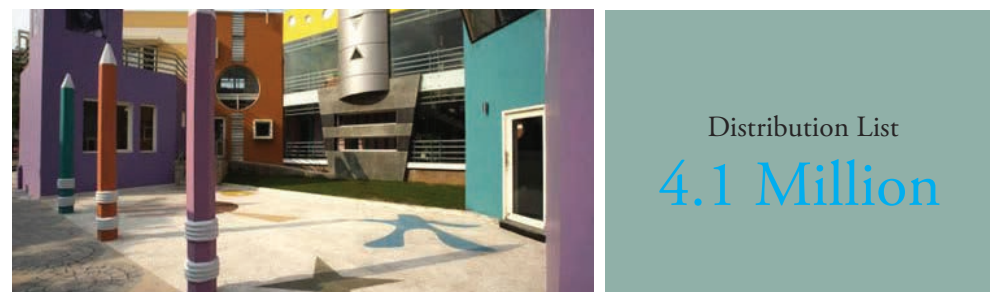
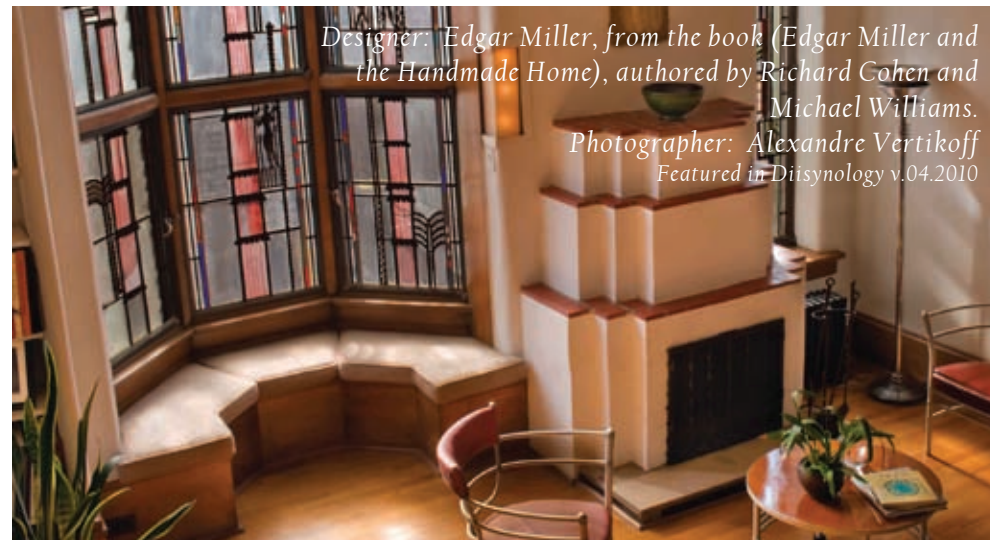
**\$145,000.00**



## Distribution

# 4.1 Million Audience List... Contributor Distribution 25,000+ {Not A Single Piece Of Paper Used.}

Our state of the art, 100% Green Distribution ensures that we deliver the content that our readers need to stay on the sustainability track and we do it in a way you can be proud of. Annually, over 80% of all printed publications end up in a landfill. This is a major contributor to pollution, deforestation and consumption of resources. Because our state of the art technology allows us to build, proof and distribute our magazine and catalogs without a single piece of paper we are doing our part and enhancing your bottom line. Our planet is our single most precious resource – join us in keeping it green.



*Designer: Spaces Architects, New Delhi, India  
Shown in Diisynology v.05.2010*

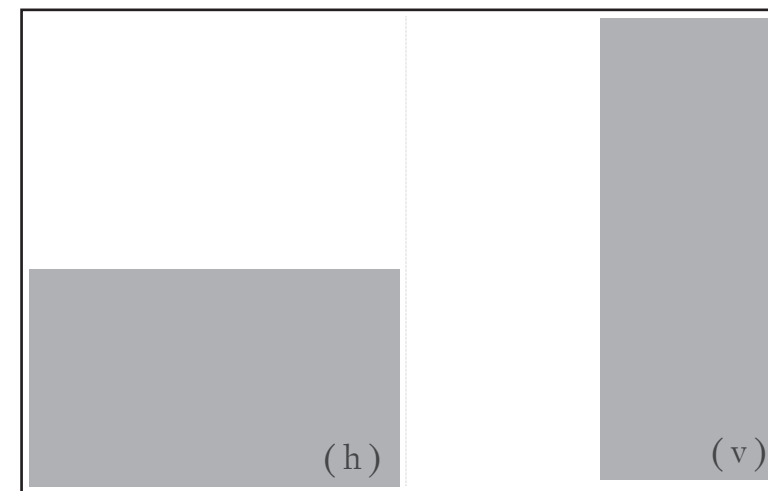
All sizes include 1/8" bleed on all sides. Full page bleed 8.75x11.25. Trim area 8.5x11



Double Truck  
17 x 11

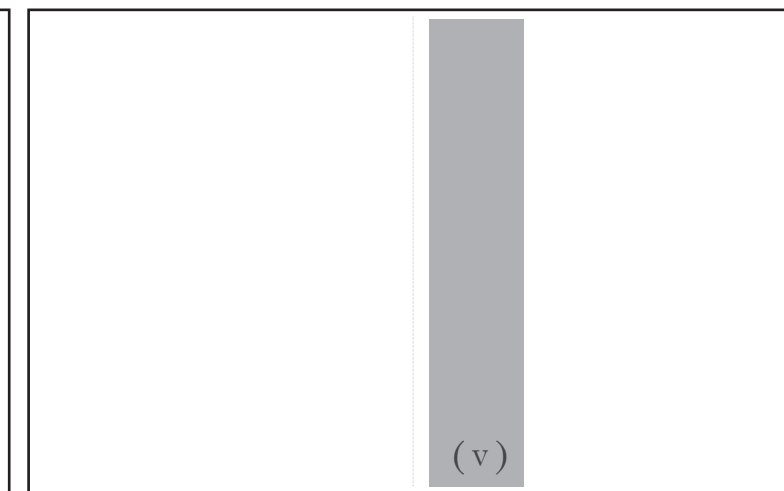


Full page  
8.5 x 11

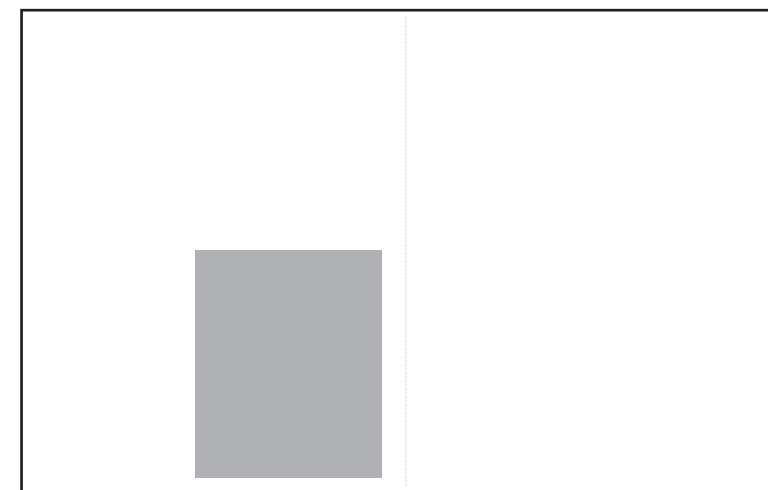


Half Page (h)  
8.5 x 5.25

Half Page (v)  
4 x 11



1/3 Page (v)  
3.25 x 11.25



1/4 Page  
4 x 5

Your advertising files may be submitted in any one of the following formats: Adobe Photoshop (\*.psd), Adobe InDesign (\*.indd), Adobe PDF, or TIFF. PDF is the preferred format, and will produce the most accurate results. Please include all fonts and included images when sending artwork. When sending PDF files, please embed all fonts. If you wish to include rich content or HTML please contact our design department for information. Please contact your Brand Strategist for detailed submission instructions.

Submit ads by e-mail to [art@diisynology.com](mailto:art@diisynology.com)

## Full Run

Our Full Run product includes the following advertising products.

- Full Page multimedia capable, ad in Diisynology magazine
- Rotating banner ad on DiisynJelly.com
- Rotating banner ad on Diisynology.com
- Blog and syndication about your company through the Diisyn Engine
- Social Media Exposure of your product or service using Diisyn's social media programs.

## Product Launch\*\*

This product is designed for those companies actively engaged in a product launch and includes the all of the Full Run products in addition to the below.

- Full Featured article in the Diisynology Magazine
- Product inclusion in the Diisyn.com retail site
- 2 Page Spread replaces Full page ad in magazine.
- National Press Release about product or service and inclusion in the Diisyn Community.

Product/Manufacturer Feature: Erin Adams Designs (tile)  
Featured in Diisynology v.04.2010



The Eco-design Center

## Additional Opportunities

Diisynology Special Advertising Sections

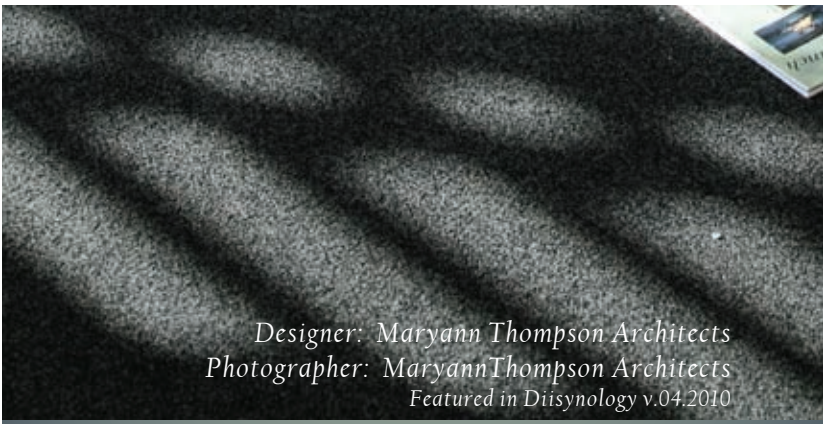
- **Special Features** -- multi-page articles with copy and images provided by advertiser and reviewed for content by Diisyn, these would look like feature articles but would be labeled as "special features"
- **Promotion:** Feature articles, such as *Diisyn Selects*, that will include mention of advertiser product or service with photos, click through and/or multimedia.
- **"Diisyn Marketplace"** (Exclusively for products featured in the Diisyn.com catalog). This feature will spotlight a product, service or product launch in the magazine and will allow readers to immediately purchase from Diisyn.com
- **What's New:** Focused on advertisers, this will present an opportunity to release news and events about Diisyn's Advertisers



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Santa Fe, New Mexico 87501

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info@diisynology.com



*Designer: Maryann Thompson Architects  
Photographer: MaryannThompson Architects  
Featured in Diisynology v.04.2010*