



blueprint
asia
media
kit

architecture
+ design

editorial mandate

Blueprint Asia is a unique architectural/design inspired publication with the sole mandate to deliver dynamic and inspired content to the Asian region. Designed and influenced by the world's most renowned design-driven publications, Blueprint Asia stands firmly on its own with the sole aim of inspiring the design and building community anywhere in the world.

Blueprint Asia is premised around a regional platform focusing on current architectural highlights, key players, products, designs and emerging trends from in and around Asia. Singular in personality and voice, Blueprint Asia delivers contextually relevant content exclusive to the east that is functional and purposeful, entertaining yet challenging, enlightening and informative.

Blueprint Asia's market savvy audiences are privy to exclusive features and interviews from both local and international perspectives. Design studios, architects, interior designers, developers, builders and retailers can look to Blueprint Asia as a functional resource.

Blueprint Asia's demographic comprises a mix of educated, discerning professionals who are passionate about design in all aspects of their lives. The professional aspect of the magazine is dual-purposed to be both approachable and informative to the consumer market.

The magazine's mandate is built with a regional focus but with flexibility, allowing the publication to expand into international markets. As of October 2007, Blueprint Asia's trail can be found across Malaysia, Hong Kong, Japan, Thailand, Vietnam, and Indonesia, with other countries soon to be added to the list.



blueprint asia essentials

portfolio +

As the core of the magazine, the section spotlights emerging trends, design, technology & innovation, upcoming projects, interviews and updates from the industry and its community. From ambitious commercial ventures to inspiring residential projects, funky up restaurants to modular offices, Blueprint Asia covers the architectural & design gamut from business to pleasure.

perspectives +

Get up close and personal with people with a zeal for architecture and design – read what industry professionals and designers have to say about the latest technology and the newest trends, and hear them out about views that matter, with commentaries and opinions that are engaging and thought-provoking.



blueprint asia essentials

pulse +

Get into the heart of the dynamic design industry with a sneak peek at upcoming events and happenings, along with regional and international coverage of the bustling community. The section also includes the latest lifestyle offerings for the design aficionado who covets the latest gear – from furniture to toys, prints to pattern, and books to cars.

specs +

Read up on the latest in product development and new offerings from suppliers – from fittings to furniture, and building materials to furnishings.

resource +

As a directory for architects, photographers and also a dedicated resource for advertising partners, this value added branding tool is provided at a bonus to our supporting advertisers at no extra charge.



blueprint asia

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