

VOLUME ZERO

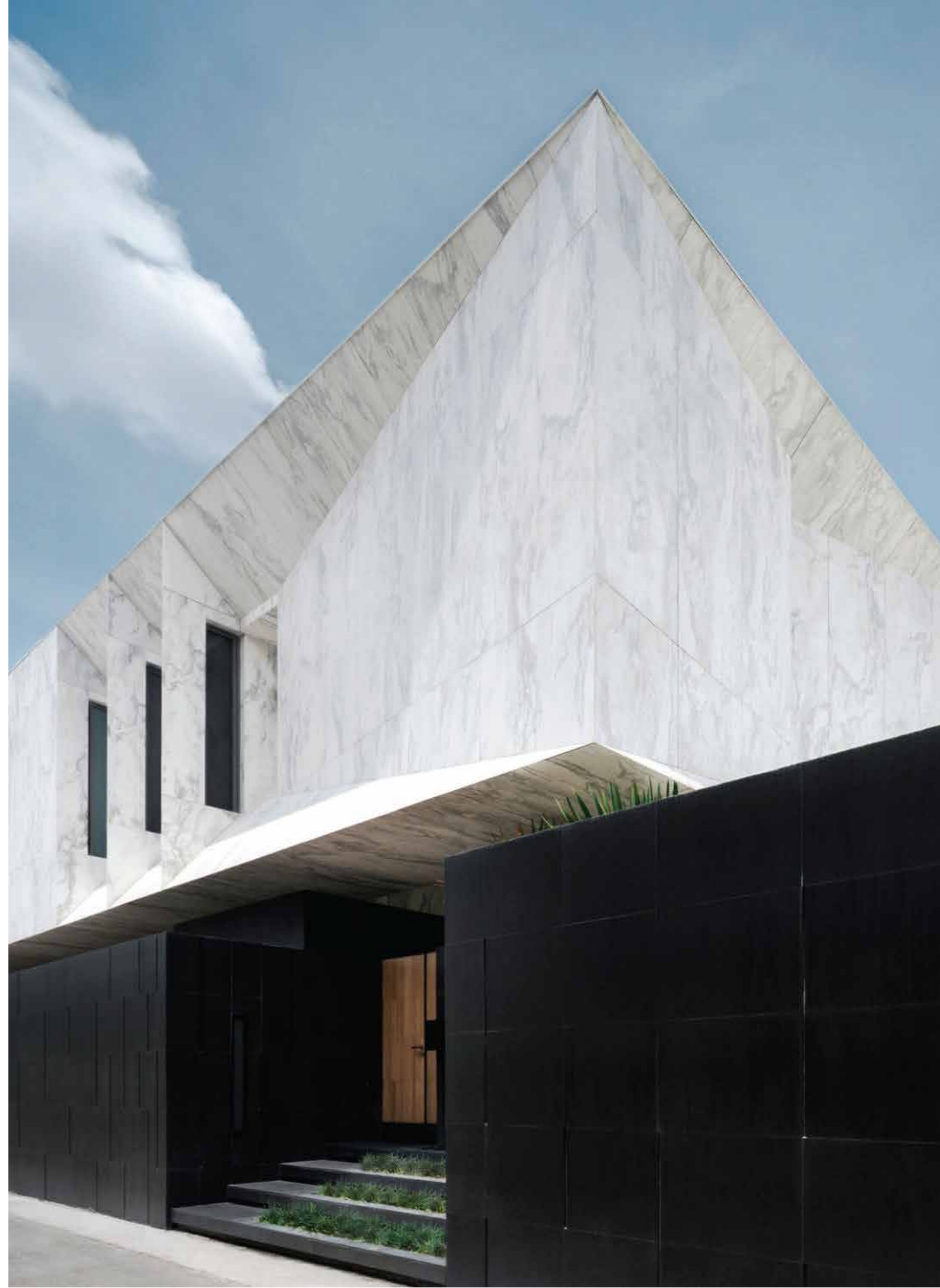
Media Kit 2019



Introduction

Volume Zero is an international design magazine website that strives to exhibit worthwhile architectural and design work of numerous architects and designers all over the globe.

We provide a stage to empower, encourage and inspire the talented youth, students and professionals. We are a publishing house and hold international architecture and design competitions, events and news so that people constantly challenge themselves and reach unexpected heights.



Our Mission

To provide informative, insightful and innovative content to our audience for inspiration

Our Vision

To be a platform for the design community where they find inspiring and insightful information for their personal design goals

Audience

Volume Zero audience is passionate about the brand. They are always on a hunt for great design and inspiration.

Audience Type

Our audience comprises a wide range of design oriented professionals and students.

- **64%** Architecture
- **14%** Interior Design
- **3%** Engineering
- **3%** Art
- **2%** Product Design
- **2%** 3D Visualizing
- **12%** Other



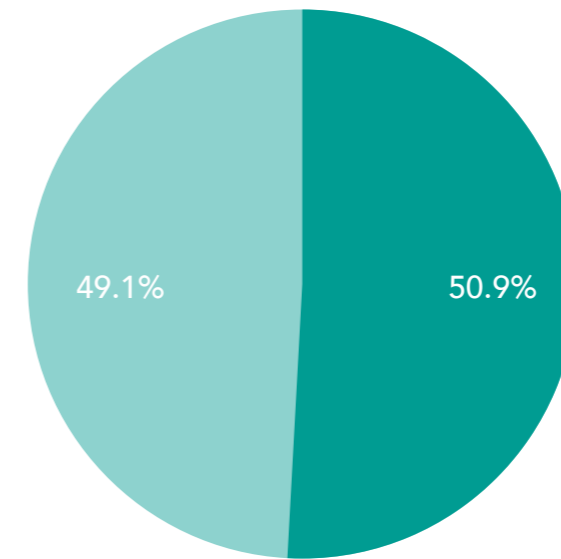
Audience Demographics

Our diversified platform provides a unique editorial environment focused on innovative international architecture and design. Our engaging audience prefers our media platform because of our outstanding visual presentations and exceptional content emphasizing on global coverage of new design developments.

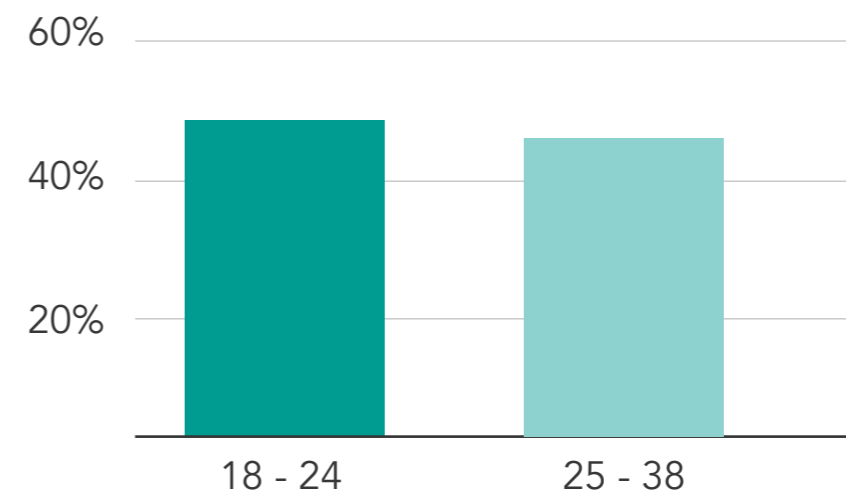
Ranks highly for a young audience, Age 22-35 with an almost equal gender ratio.

Gender

■ female ■ male



Age



Geographic location

We have a Design Magazine website with a traffic of more than **25,000 monthly visitors** all across the globe. We're constantly on a mission to create and provide useful content for a customized reading experience to our users.

Spread across multiple countries, our users are united by the ideology and love for design.

Top 8 countries

India 01	USA 02	Italy 03	Turkey 04
China 05	Japan 06	Mexico 07	UAE 09



Metrics

Our vast audience comprises professionals, students, and design enthusiasts rely on us for our expertise and authoritative take on today's architecture and design scene. This reliability helps us in becoming the best version of ourselves and provide our audience with exquisite work.

Website reach

25k

monthly
visits

500

daily
visits

21.9%

repeated
users

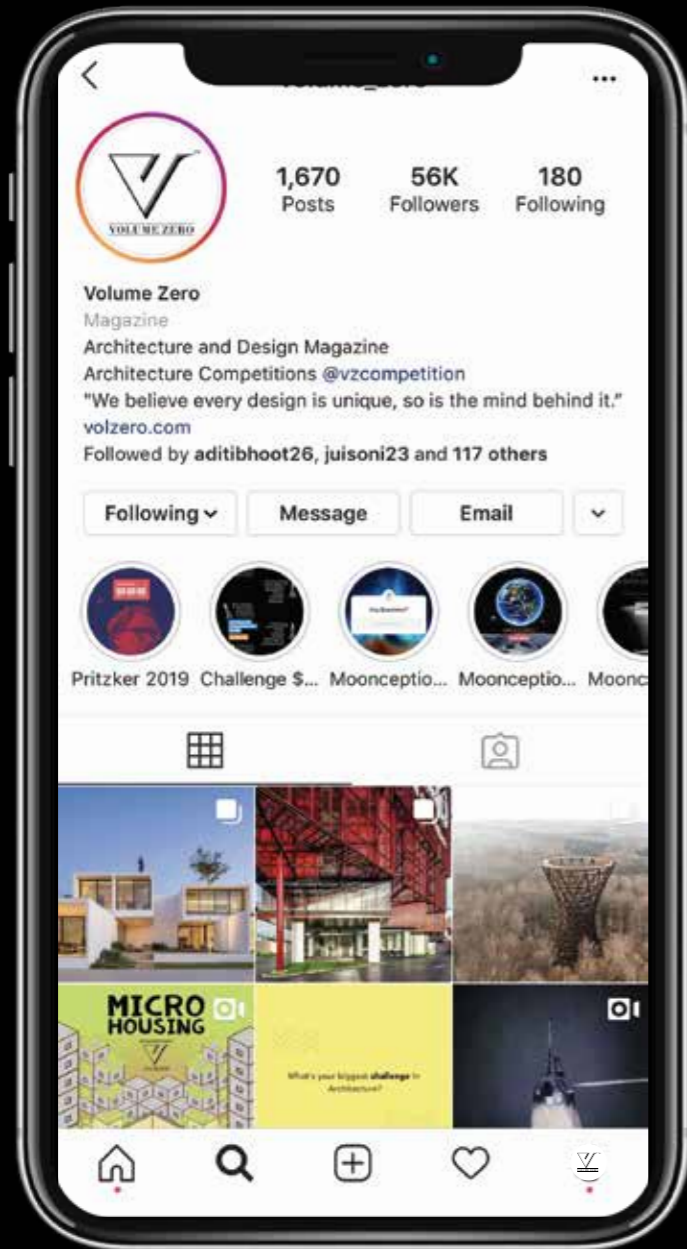
6

page view
by users

2 min 54 s

avg. time spent
by users

Social Metrics



56.8k followers
@volzero



10.7k followers
@vzcompetition



16k followers
volume zero



600 followers
@vol_zero

Newsletter

The Volume Zero Email Newsletter is sent weekly to our entire subscriber list highlighting the latest projects, articles, blogs, news and more.

20,000+

active users



VOLUME ZERO
Architecture & Design

Highlighted Projects



New Parish Complex of Saints Peter and Paul by Rabatanalab+Francesco Paolo Zaccaro



Perched in the heart of nature is Seascape Retreat, a warm and romantic haven



The House of grandfather Martinho

Audience Reaction

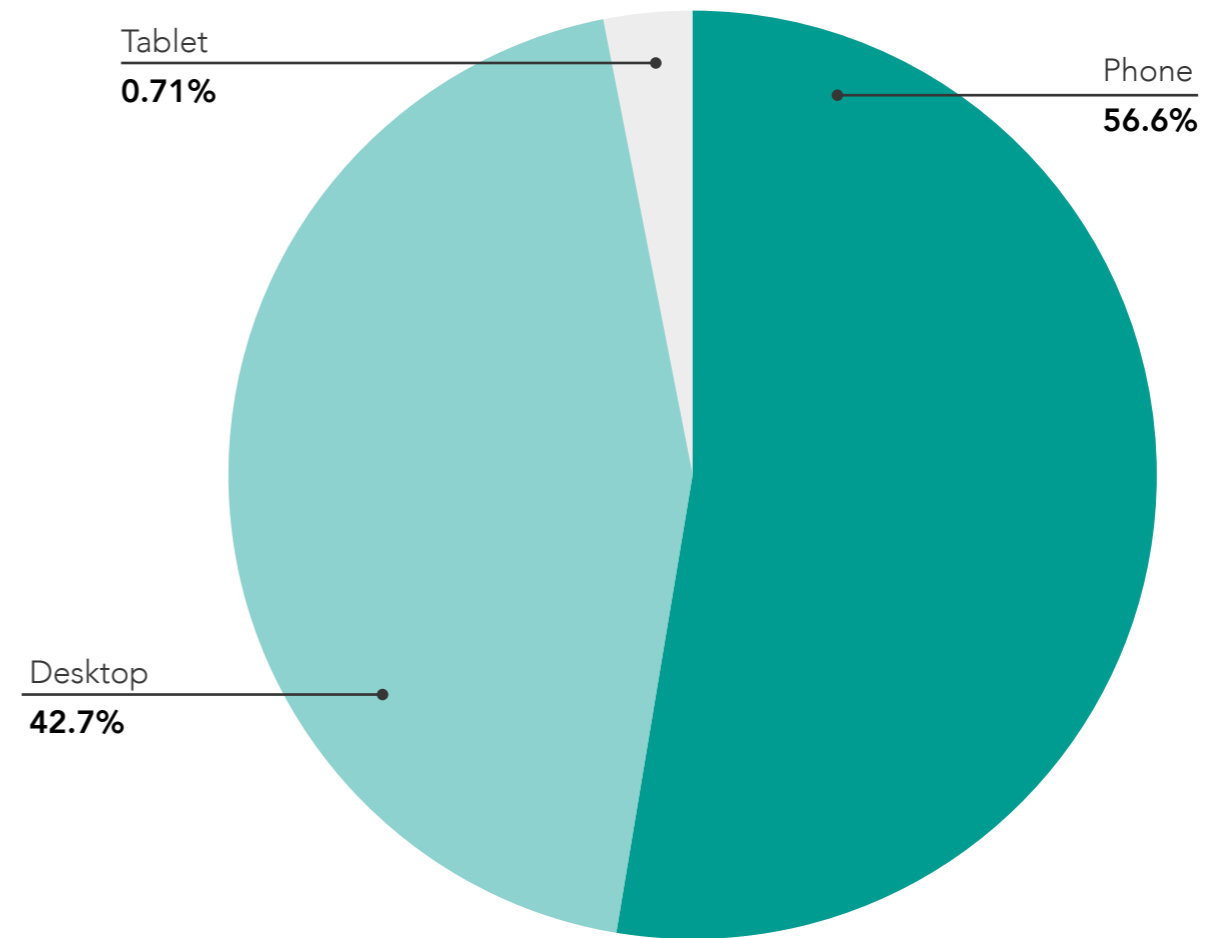
Volume Zero has a total of **74,000** followers on social media constituting of Architects, Architecture Students, Interior Designers and professionals from various other disciplines of design.

Instagram Post

- **45k+** Average reach
- **1,11,390** Max. reach

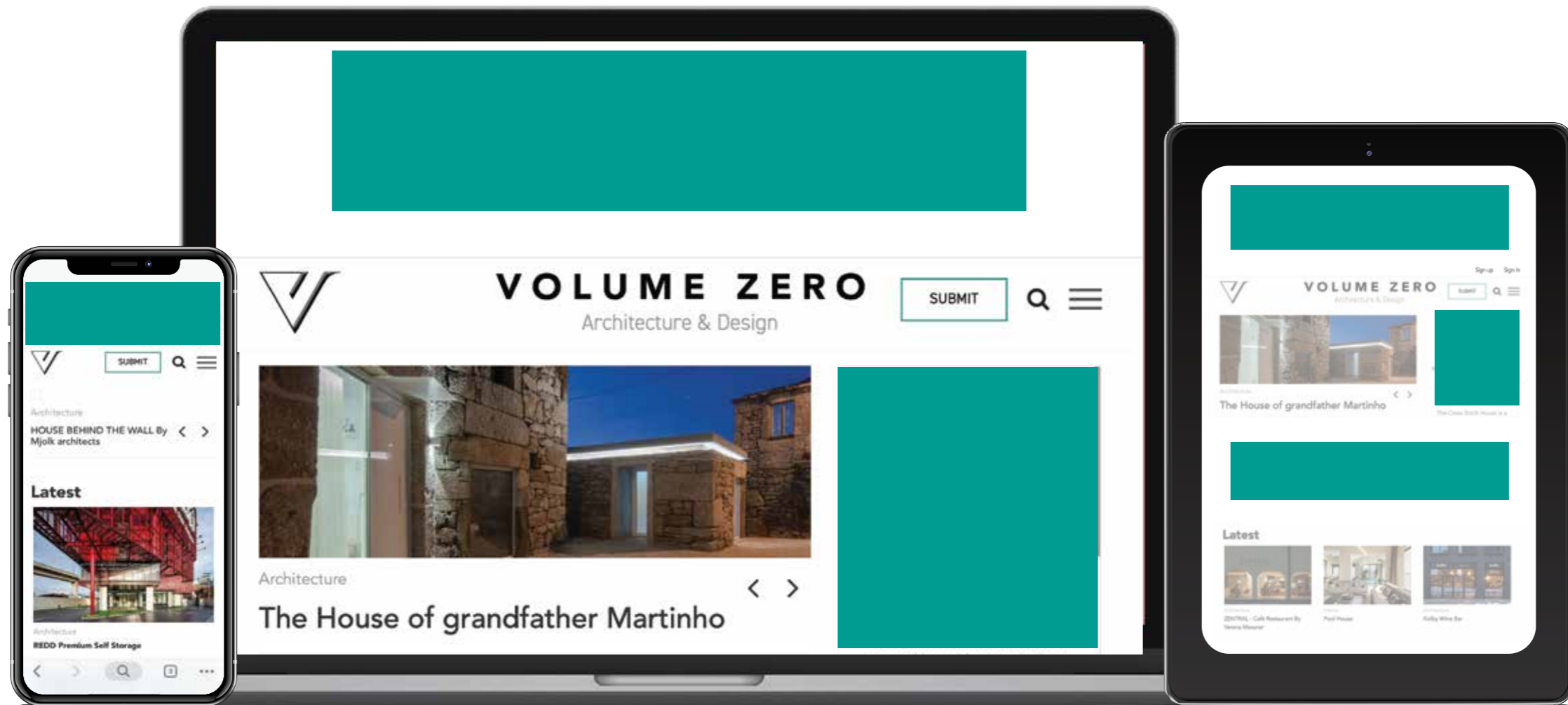
Instagram Story

- **4,609** Average reach
- **8,086** Max. reach



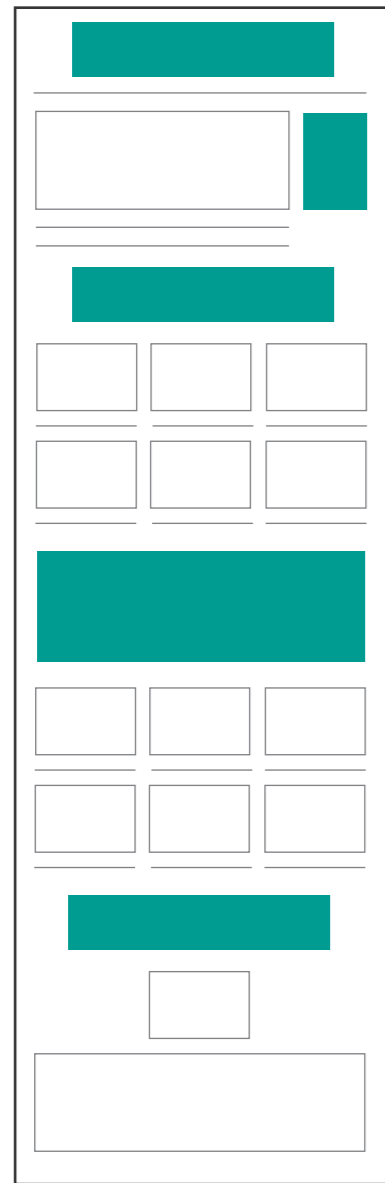
% of volzero.com visitors per device

We give wings to your business
You decide where to fly



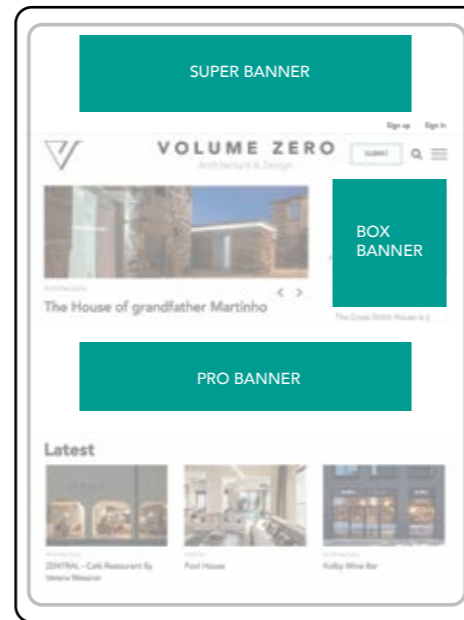
Digital Ad Placements

Advertise with us to build your brand, reach prospects and boost your sales!

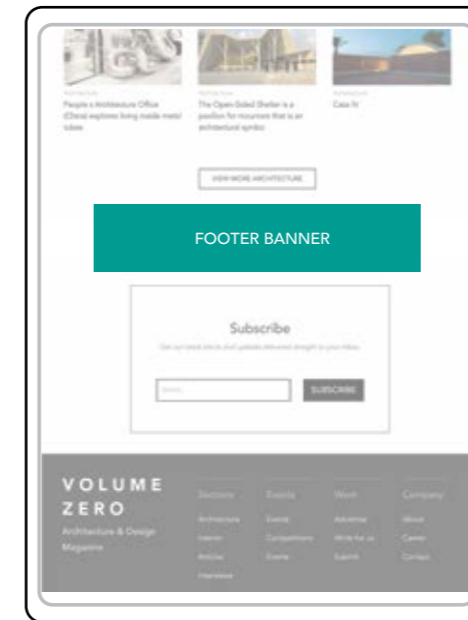


Homepage
Takeover

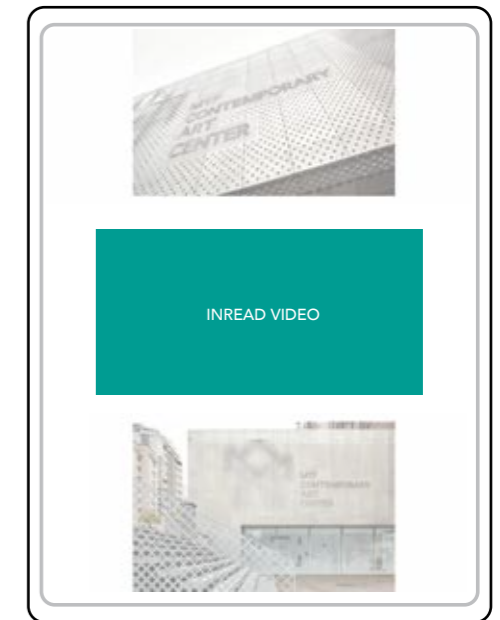
We carry the perfect context to develop a bond between our audience and a memorable brand experience.



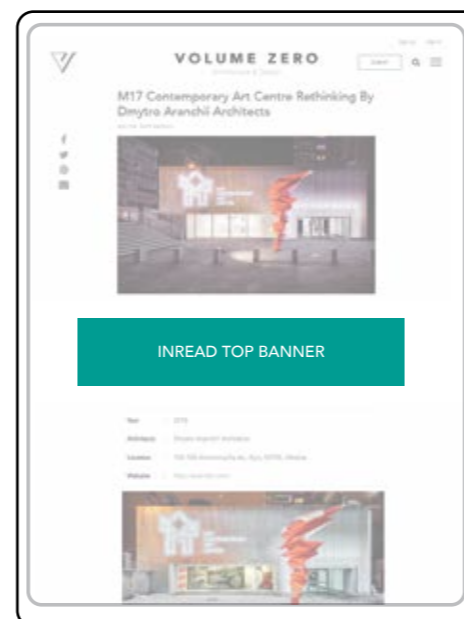
Homepage



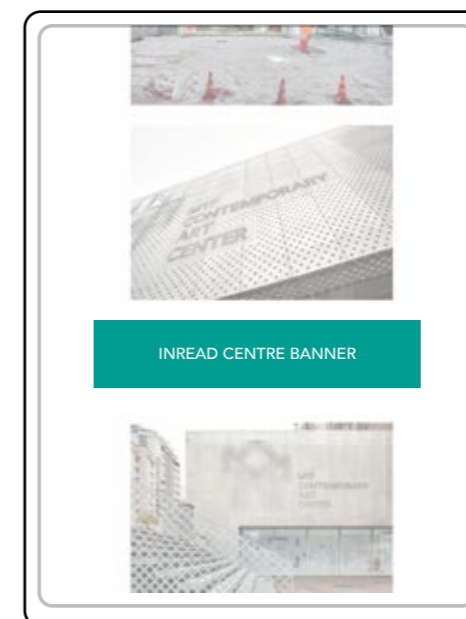
Footer Banner



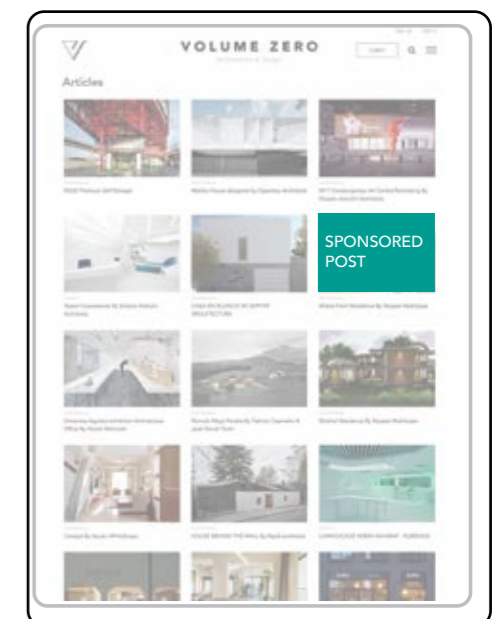
Article Page Video



Article Page Top



Article Page Footer



Sponsored Post

VOLUME ZERO

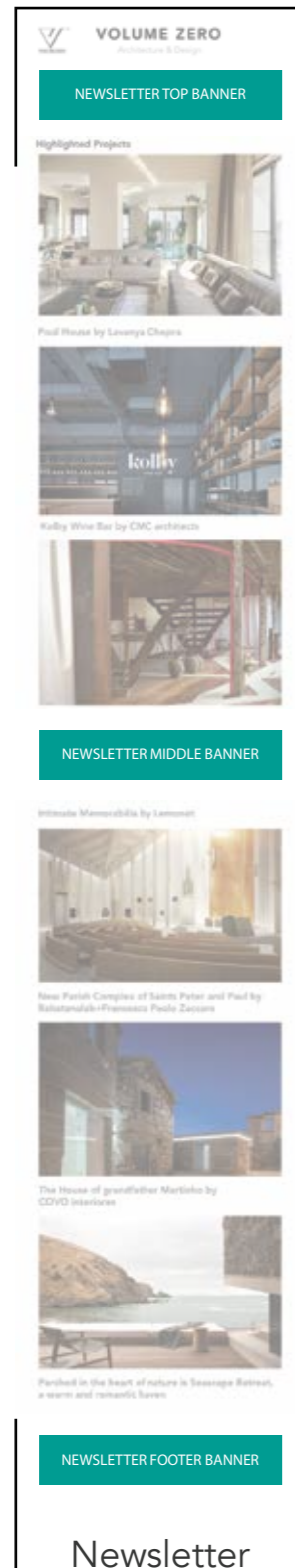
The **NEW** Volumezero website offers updated display ad format with a variety of options to meet a range of campaign objective and budgets.

Rates

Name	Size	1 month	2 month	3 month
1. Super Banner	1200 x 200			
2. Box Banner	540 x 540			
3. Pro Banner	1200 x 400			
4. Footer Banner	1200 x 150			
5. Inread Video	1200 x 550			
6. Inread Top Banner	1200 x 150			
7. Inread Centre Banner	1200 x 150			
8. Sponsored Post	480 X 320			
9. Homepage Takeover				

Mail us at admin@volzero.com
for rates

Digital Newsletter



The strategic placement of banner ads in our Newsletter gives a high rate of visibility amongst our subscribers

Net Rates

Name	Size	1 month	2 month	3 month
Top banner	640 x 160			
Middle banner	640 x 160			
Footer banner	640 x 160			

Mail us at admin@volzero.com
for rates

CONTACT US

email:

admin@volzero.com

website link:

volzero.com



VOLUME ZERO

Thank you!

