Advertising with LARA

Galerie

United States

Print placements

Full page and spread

Full page trim 9 × 10.875 in, live area 8.5 × 10.375 in and bleed 9.25 × 11.125 in. Spread trim 18 × 10.875 in, live area 17.5 × 10.375 in and bleed 18.25 × 11.125 in. Supply each spread as one page. Standard inventory includes run-of-book full pages and spreads, premium positions next to editorial features, and cover positions.

Print production

Supply PDF/X-1a with embedded fonts, excluding TrueType. Use 300 dpi at placement size and CMYK or greyscale, with at most 280% ink coverage. Place crop marks 3/16 in outside of bleed. Submit a proof made from the supplied file with a GRACoL colour strip.

Digital, email and social

Run of Site and High Impact Homepage Takeover

Desktop image units are 1304 × 336, 403 × 806 and 728 × 90 px. Mobile image units are 375 × 125 and 300 × 250 px. Supply JPEG, PNG or GIF files and a clickthrough. Homepage takeover runs the three desktop positions together. For desktop video use MP4 or MOV, 16:9 at 1200 × 675 px or larger, H.264 video and AAC audio. The supported maximum is 1 GB, with under 150 MB preferred.

Global Billboard

One unit runs at the top of every page. Desktop image dimensions are 1304 × 336 px. Mobile uses a 375 × 125 px JPEG, PNG or GIF. Desktop video uses the same 16:9 and 1200 × 675 px minimum specifications as other display video. Provide a clickthrough.

Newsletter Sponsorship and Dedicated E-blast

Newsletter Sponsorship takes an 800 × 200 px and an 800 × 400 px JPEG, PNG or GIF, each with a link. Dedicated E-blast takes a subject line or headline, up to 125 words, a high-resolution logo, one link and one to three JPEG, PNG or GIF images.

Facebook and Instagram

Facebook takes a 5–18-word caption, link and JPEG or PNG. Instagram Dark Post takes a 5–18-word caption and handles and hashtags, plus a 4:5 image at least 1080 × 1350 px or an MP4/MOV at 3:4, minimum 1080 × 1440 px, or 9:16, minimum 1080 × 1920 px. Instagram Story requires a 9:16 image or video at least 1080 × 1920 px, a high-resolution logo, handles, hashtags and a clickthrough.

The Art of Discoveries

Digital Package

Galerie produces a curated article with up to 20 linked products, live for one year, and lists 12 features in its weekly newsletters. Launch and six-month promotion each include a newsletter sponsorship and sponsored Instagram Story. Provide two 500 × 500 px tiles, two 1920 × 1200 px hero images, up to 100 words and a brand link. For each product submit an image 2000 px wide, up to 30 words and a link.

Print Package

One product appears on a shared page in the selected issue. Supply the image, copy, website and logo. Galerie designs the placement for the brand to approve.

Editorial and event partnerships

Named editorial franchises may offer section sponsorship, covers or events. The kit also outlines custom VIP experiences and media alignment at art and design events.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

contact@laramediagroup.com

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