

MODERN LUXURY

Interiors

HOW TO GET YOUR
PROJECTS PUBLISHED

LIVING WELL IS AN ART FORM

IT'S ALL ABOUT **THE DISCOVERY**

THE ENVIRONMENT IN WHICH WE LIVE IS OUR DEEPEST EXPRESSION OF PERSONAL STYLE AND WHERE WE LIVE DICTATES HOW WE LIVE. WE ARE A COMMUNITY OF INDUSTRY INSIDERS AND DESIGN-SAVVY HOMEOWNERS.

CITY BY CITY, WE REVEAL BRILLIANCE AND IMAGINATION, BEHIND THE DOORS AND IN THE MOST PRESTIGIOUS ADDRESSES AROUND THE COUNTRY. ALL WHILE CONNECTING AUDIENCES WITH THE DESIGNERS RESPONSIBLE FOR SHAPING THE ART OF **LIVING LUXURIOUSLY.**



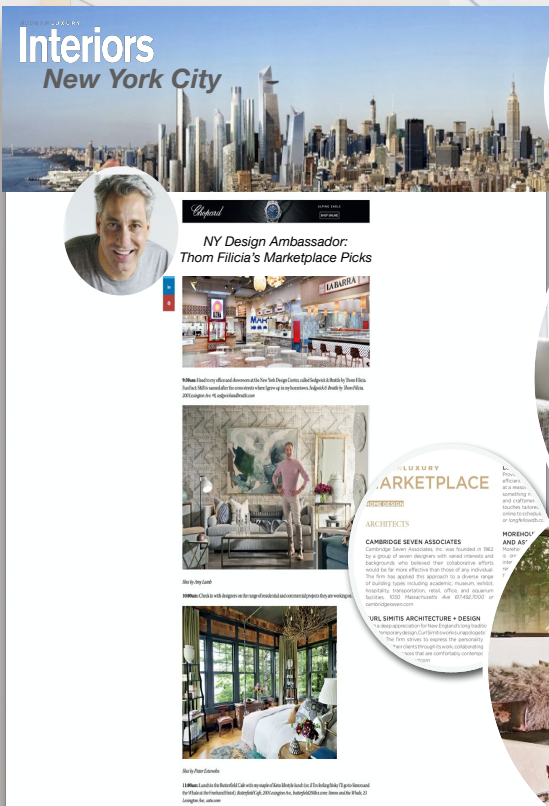
PUBLISHING PROCESS

HOW TO GET YOUR PROJECTS PUBLISHED

We are always on the hunt for stunning projects that have not been previously published. Sometimes exceptions are made if the project only ran online or in some other small way.

Our editorial team's inboxes are always overflowing so the best way to have your submission stand out is to be organized and have all of the details in order for them to consider in one concise email. This includes the team involved, scouting shots and a brief summary of the project.

In terms of aesthetics we cover a full range of styles—but luxury is our key differentiator. For real estate home profiles, this often narrows our focus to the \$2 million and up range.



PREPARE FOR THE PITCH



OBTAIN PERMISSION FROM OWNERS

- Are the owners comfortable with publicising their space?
- Are the owners leaders, high-profile or tastemakers within the community?
- Will the homeowners participate for an interview or photoshoot?

COMMISSION A PROFESSIONAL PHOTOGRAPHER

- Review prior work to gauge the talent of the photographer.
- Take many before photos to show the transformation of the project.
- Advise photographer to allow for additional images outside the frame. Allows for cropping and multiple layout options in design (both vertical and horizontal placements).
- The publication may ask to reshoot.

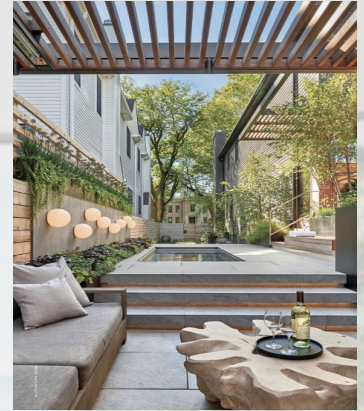
THE NARRATIVE

HAVE A STORY PREPARED: WHAT MAKES THIS PROJECT SPECIAL OR DIFFERENT

- Keep the story short and concise
- Include images
- Does the property have history or relevant significance?

HEALTH AND SAFETY ADAPTATIONS

- Air purifiers
- Anti-bacterial surfaces
- Home gyms
- Home offices





THE PITCH

CONTACT YOUR LOCAL/ REGIONAL

- Ask for editorial calendars to align with the best issues for consideration.
- Nurture a relationship with the Publisher and or local Editor in Chief.
- Consider pitching exclusivity on high profile projects.

PREPARE YOUR LIST OF CREDITS

- Vendors
- Materials used
- Photographers
- Artists

MODERN LUXURY

Interiors THANK YOU

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QUESTIONS

A photograph of a modern tropical house with a swimming pool. The house features a dark exterior with large glass windows and a prominent wooden pillar. A person in a white shirt and brown pants is walking on a concrete path near the pool. The scene is set against a clear blue sky with palm trees and other tropical vegetation. The word "QUESTIONS" is overlaid in large white letters across the center of the image.