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## **IBP National Journalism Awards 2019 Editorial Brand of the Year – Dezeen**

Dezeen is the world's most popular and influential online architecture, interiors and design magazine. Our mission is to set the agenda for the global architecture and design community. We strive to constantly grow our influence, audience, engagement, revenue and the services we provide.

In the twelve-month period ending 31 August 2019, Dezeen achieved record-breaking engagement and audience growth (see full stats below).

We exceeded 3 million monthly pageviews for the first time in March 2019 and reached 2 million followers on Instagram and 1 million on Facebook. Reader comments grew 27.41% to 29,370.

We achieved this growth by tackling some of the biggest issues in our sector. Our March traffic spike was due to extensive coverage of unpaid internships in architecture, which led several leading architecture firms – including Serpentine Pavilion 2019 architect Junya Ishigami and Pritzker Prize winner Alejandro Aravena – to end unpaid internships.

We were strategic in commissioning evergreen content. Our Bauhaus 100 series, exploring the legacy of the 20th century's most influential design school, received over 500,000 pageviews – making it the most successful content series ever published on Dezeen.

Published at the end of 2018, the series anticipated the Bauhaus centenary in 2019 in order to benefit from an anticipated surge in search queries as celebrations kicked in. Sure enough, thanks to this and other SEO initiatives, organic search traffic increased by over 12%.

The last 12 months was also Dezeen's most financially successful period to date, with revenue increasing by 5%. This was achieved against an extremely challenging economic backdrop caused by Brexit uncertainty and falling advertising revenues across the industry.

Key to this growth was a number of blockbuster branded-content collaborations with prestigious international clients. Highlights included a five-part video series in collaboration with Adidas featuring upcoming Los Angeles architects, as well as a reader competition in collaboration with Samsung to create new designs for smartphones.

Dezeen also expanded its services this year with two major new initiatives. Dezeen Awards was launched in February 2018 but much of its success in its first year was achieved during the judging period, with judging, the shortlist party and the spectacular awards ceremony at Tate Modern all taking place last autumn/winter. Hosted by Sir Lenny Henry, the ceremony redefined awards dinners and was widely seen as the best the industry had ever seen.

More importantly our panel of 75 star judges had an equal gender balance – the first time this has ever been achieved by a design awards programme, representing our commitment to changing the industry.

Building on this, the second cycle of Dezeen Awards this year has so far been even more successful, with paying entries up almost 25% to over 4,500 and awards revenue up 45%.

Our latest initiative is Dezeen Day – a new international architecture and design conference. Announced at the end of July 2019, the first edition will take place at BFI Southbank in October, adding a new arm to the Dezeen brand, and offering a new way to engage readers and grow revenue.

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### Key stats

#### Website

Users (unique visitors): 26,221,913 (up 4.44% from the previous 12 months)

Page views (impressions): 111,748,483 (up 5.93%)

Organic traffic (sessions from organic search): 22,969,514 (up 12.75%)

Reader comments: 29,370 (up 27.41%)

#### Social media

Instagram followers: 2,129,697 (up 32.06%)

Facebook followers: 1,047,220 (up 11.75%)

Twitter followers: 942,523 (up 1.31%)

Pinterest followers: 979,449 (up 20.86%)

#### Newsletters

Weekly newsletter subscribers: 291,466 (up 12.64%)

Daily newsletter subscribers: 162,907 (up 5.22%)

All stats refer to the period 1 September 2018 to 31 August 2019

### URL access

Please find links below to the editorial campaigns, initiatives and branded content referenced in our entry.

Dezeen's homepage: [www.dezeen.com](http://www.dezeen.com)

Dezeen's coverage of unpaid internships: [www.dezeen.com/tag/internships](http://www.dezeen.com/tag/internships)

Dezeen's Bauhaus 100 content series: [www.dezeen.com/bauhaus-100](http://www.dezeen.com/bauhaus-100)

Dezeen's video partnership with Adidas: [www.dezeen.com/podsystem](http://www.dezeen.com/podsystem)

Dezeen's reader competition with Samsung: [www.dezeen.com/tag/samsung-mobile-design-competition-2019](http://www.dezeen.com/tag/samsung-mobile-design-competition-2019)

Photographs from the inaugural Dezeen Awards ceremony: [www.dezeen.com/2018/12/06/dezeen-awards-photos-2018-ceremony](http://www.dezeen.com/2018/12/06/dezeen-awards-photos-2018-ceremony)

Judges for Dezeen Awards 2019: [www.dezeen.com/awards/2019/judges](http://www.dezeen.com/awards/2019/judges)

Information about Dezeen day: [www.dezeen.com/dezeenday](http://www.dezeen.com/dezeenday)