

MEDIA/PUBLISHING

Architectural Digest announces AD PRO Directory launch

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This year's AD100 issue cover pictured above arrives alongside the announcement of a novel AD PRO offering. Image courtesy of Architectural Digest

By AMIRAH KEATON

As Cond Nast shelter publication *Architectural Digest's* coveted AD100 list goes live, Luxury Daily exclusively presents the launch of the AD PRO Directory.

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Curated by the outlet's editors and containing an array of roles from interior decorators to landscape specialists to architects and many more AD will soon offer potential clients easily searchable, accredited recommendations for every design need. The directory will be available via AD PRO's site and is slated to launch in January 2023.

"AD has a long-established reputation as the leader in presenting the best in design," said Amy Astley, global editorial director and U.S. editor-in-chief at *Architectural Digest*, New York.

"Our readers turn to us for guidance and inspiration not only because they love interiors and architecture, but because they want to take action to create beautiful, functional homes for themselves," Ms. Astley said. "The AD PRO Directory offers an easy way for them to find designers, decorators, and other specialists that they can hire for their own projects all of which have been vetted by AD, a trusted authority on the best in design for more than 100 years."

Directory debut

Arriving at the top of the year, the AD PRO Directory will soon provide unparalleled access to trusted, quality specialists, and at no cost.

The digital resource is free to anyone browsing for design services. Similarly, design professionals need not be members of AD PRO to apply for an AD PRO Directory spot. AD editors have outlined criteria for listing consideration.

"Design professionals must apply to join the AD PRO Directory, sharing a description of their business and a mini portfolio of past work," said Allie Weiss, U.S. digital director at *Architectural Digest*, New York.



The carefully-vetted feature is searchable by location (state) or profession. Image credit: AD PRO

"Like any of the projects we feature editorially, we are looking for images that show a high level of talent and a unique point of view," Ms. Weiss said. "We are also seeking strong portfolio photography in line with the caliber we regularly present at AD."

Once candidates are accepted and as part of AD PRO Directory inclusion, they'll receive a tailored business profile on AD's platform and an AD PRO Directory badge for use on social media and other sites.

"Being accepted into the AD PRO Directory gives professionals access to AD's vast audience of design enthusiasts, as well as its 100-plus years of experience as a leading authority," Ms. Weiss said.

"We also see the AD PRO Directory as an extension of AD PRO's mission to help design businesses grow and as a part of their benefits, members get access to a full suite of resources from AD PRO, including exclusive industry news and trend reporting, workshops, a job board, and professional development courses," she said. "Once members have been approved for the AD PRO Directory, they'll get their work directly in front of AD's audience and editors, and we plan to regularly tout and promote their work to our readers across all platforms.

"AD's approval is a badge of distinction!"

An example of the caliber of content available to AD PRO subscribers, fashion designer Joseph Altuzarra opens the doors of his upscale Hamptons home for design consultancy Noe & Associates' "Behind the Design" series

The carefully-vetted feature will support the following professions: Building Architect; Interior Architect; Residential Architect; Decorator; Design Consultant; Interior Design Consultant; Interior Designer; Kitchen Designer; Stylist; Landscape Architect; Landscape Designer.

"Members of the AD PRO Directory are approved by AD and reflect the caliber of design we champion as a brand," Ms. Weiss said.

A top resource for design industry professionals, those listed will also gain the ability to enroll in an AD PRO membership. The subscription comes complete with exclusive news and trend coverage, events and workshops, business development courses and a thriving peer community.

"Since its launch, AD PRO has built up a robust membership of design professionals across the United States and beyond," Ms. Weiss said.

"Over the past couple of years, we have rolled out additional member benefits, from live event programming to CEU-accredited courses," she said. "Our research indicates that members find AD PRO to be highly useful for work, whether it is learning the top design software or the top trends out of Milan Design Week, and are likely to recommend it to other professionals.

"In-depth trend reports, access to the complete AD archive, and the AD PRO events calendar are features that members are very satisfied with, our surveys show."

AD100 2023 list live

Landing *Architectural Digest's* AD100 list marks a career-making tribute, as the honor names the best of the best in the design and architecture industry.

AD reports that the January 2023 edition is up 35 percent in ad paging y-o-y.

Architectural Digest's January issue touts partnerships with new print advertisers such as Artemest, Duchateau, Adielle and Alfonso Marina.

Additionally, a high-impact unit in partnership with Cartier stands as a solid business highlight for the magazine.

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Editors share that talent featured across this year's list will be included as part of the upcoming AD PRO Directory.

"The tool will also go beyond the talent we feature in our prestigious AD100 list and print publication to include top regional specialists who are available for hire," Ms. Weiss said.

"We'd love to have designers who are not yet AD PRO members see how our resources cannot only help them refine their business with news, trend reports, and other features but also help them actually find clients and prospects to truly grow their business."

As *Architectural Digest* releases another round of high-caliber design distinctions, the introduction of the AD PRO Directory strikes as an accomplishment all its own, reflecting the outlet's exemplary growth in recent years.

"As we look to the future, we are excited to explore new ways to bring our members together for community building and information sharing, as well as to ensure our educational resources are easily discoverable and always up-to-date with the latest industry trends," Ms. Weiss said.