

THE STORIED GROUP

SG

A Design Well-Placed
Pricing Guide



WWW.THESTORIEDGROUP.COM

Welcome!!



I'm Molly Schoneveld

FOUNDER | THE STORIED GROUP

If we haven't officially met, my name is Molly Schoneveld and I'm the founder and president of The Storied Group, a luxury lifestyle PR agency based in Los Angeles.

I have been working with interior designers for over a decade, ranging from designers just starting out to major design firms whose projects have been published in AD. I can't wait to help you get featured in your favorite design magazines!

LET'S CHAT!

Molly Schoneveld

How it works

A DESIGN WELL-PLACED – THE PROCESS

STEP ONE

PHOTO REVIEW

SEND YOUR PROJECT PHOTOS VIA DROPBOX AND WE WILL LET YOU KNOW IF WE CAN ACCEPT YOUR PROJECT.

STEP TWO

FILL OUT OUR QUESTIONNAIRE

WE WILL SEND YOU OUR PROJECT QUESTIONNAIRE THAT WILL GIVE US ALL THE DETAILS NECESSARY TO HELP US FORM A COMPELLING PITCH.

STEP THREE

THE PITCH

ONCE WE HAVE YOUR PROJECT DETAILS, IT'S GO TIME! OUR GOAL IS TO LAND YOUR HOME IN ONE EXCLUSIVE OUTLET. WE PITCH ONE OUTLET AT A TIME, AND AIM TO GET A RESPONSE BEFORE MOVING ON TO THE NEXT OUTLET. WE WILL PITCH UP TO FIVE OUTLETS. PLEASE SEE FAQ FOR MORE.

STEP FOUR

CONFIRMATION FROM THE EDITOR!

WHEN AN EDITOR CONFIRMS THAT THEY WOULD LIKE TO PUBLISH YOUR PROJECT, WE WILL ARRANGE ANY NECESSARY INTERVIEWS AND SEE THE PROCESS THROUGH FROM BEGINNING TO END, INCLUDING SENDING YOU THE PRESS WHEN IT COMES OUT.

T e s t i m o n i a l

"Though we had a dozen or so years under our belt in the TV Design landscape when we launched Hammer and Spear, we were complete newcomers to the high end interiors scene. Staking our claim as a studio with a strong point of view, right out of the gate, was imperative to our success. Molly placed our very first project as a firm in AD—a dream I'd had since I was a little girl—and helped us secure the footing we needed to attract new clients. Editors love her—she's tenacious but kind, aggressive but polite, and we're always so proud to have her in our corner championing us."

KRISTAN CUNNINGHAM, HAMMER AND SPEAR

Fee Structure



CHECKLIST BEFORE WE BEGIN:

INVESTMENT:

\$1750 upfront deposit

\$1750 remaining due at project placement.

TOTAL: \$3500

- You have a professionally shot project ready to be pitched to the media.
- You have at least 20 images of your project including all the major rooms.
- You have permission from the homeowner to publish photos of their house.
- You haven't posted the entire project to your social media.
- This project has never been published before.
- This project was completed in the last year (if not, please talk to us about that ahead of time. Some outlets care, others don't.)
- Your client is ok being interviewed for the story.
- Your client is ok with their project being photographed again if the magazine wants to reshoot.

F.A.Q

FREQUENTLY ASKED QUESTIONS

01

WHAT IF YOU CAN'T GET MY PROJECT PLACED?

If we can't find a home for your project, you only pay the deposit. This is to cover our time and guidance. We are very selective in the projects we take on, but there are so many factors out of your control about why a magazine says, "yes." You can still use your photos for your portfolio and social media.

02

HOW MANY OUTLETS WILL YOU PITCH?

We will pitch up to five outlets total with the goal of getting you one exclusive placement. Most all design publications want a project exclusively. Yes, this means leaving your hero images off social media and your website.

03

HOW LONG DOES IT TAKE TO GET MY PROJECT PLACED?

This varies from a week or two to many months depending upon many factors including what outlets we are aiming for (i.e. print takes longer to secure). We try to get your project placed as fast as possible, but the process does take time and we aim to get your project the best placement we can.

04

HOW LONG DOES IT TAKE FOR THE PRESS TO COME OUT?

Digital placements are usually a faster turnaround—on average a month or two depending on the magazine's lead time. Print works extremely far out—a year to a year and a half is not uncommon.

05

CAN YOU GET ME IN AD OR ELLE DECOR?

The print issues have become a very delicate balancing act of celeb content, avant-garde design stories not necessarily tied to homeowners, cutting-edge architecture stories, and houses with incredible art collections. They are putting a much larger focus on digital, as their numbers have skyrocketed over the past year, so digital is now almost as competitive as print. Celebrity stories are a huge focus for both. If you have a world class project with these elements, we have secured placements in both AD and Elle Decor.

STILL HAVE QUESTIONS? DON'T HESITATE TO CONTACT US

molly@thestoriedgroup.com / www.thestoriedgroup.com / +310-490-6039