

# FDR

FLORIDA DESIGNERS REVIEW

The FDR Standard  
Editorial Policy



The Florida Designers Review Editorial Policy, better known as **The FDR Standard**, exists as the framework that supports our finely crafted quality product. Each issue is carefully constructed around our strict guidelines, criteria, and overall concept. We are deeply committed to publishing only the highest quality design photography and editorial copy in effort to keep FDR as the prominent voice in Florida's Luxury West Coast Design Community.

The process begins as the FDR Team reviews photography submissions of projects from Architects, Designers, and other members of Florida's West Coast Design Community. These scouting shots are weighed for uniqueness, sustainability, product quality use, and overall trueness to design principles. Only projects that properly exhibit the exceptional quality fit to the **FDR Standard of Design** will be chosen for print.

During the review process, the FDR Team will take into consideration the exclusivity of the submitted projects. FDR will not publish any design photography that has been recently featured in another publication or review. The **FDR Standard of Exclusivity** reflects our responsibility to publish only the most elite and privileged design endeavors from our West Coast Community.

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Once a project is chosen, the FDR Team requires high resolution, professional photography needed for quality print. The **FDR Standard of Photography** requires photography to be 300 dpi at 10"x13". Because our philosophy is to represent the design professional's point of view in every aspect of the editorial, we require that the designers involved with the project be responsible for providing the professional photography.

FDR writers then conduct interviews with the Design Professionals, Artisans, and/or Contractors involved with the project. The feedback will provide the depth, value, and accurate point of view for the design story to be told. The **FDR Standard of Editorial Copy** is to not only tell the design story, but also, the story behind the design. Writers never reveal the names of the home owners, but will accurately tell their story.

FDR then produces the final product fit to the quality **FDR Standard** and delivers it to a select group of over 50,000 affluent households and luxury salons, day spas, country clubs, yacht clubs, and doctor's offices along the West Coast of Florida. Our quality conscious **FDR Standard** and exclusive product placement allows us to continue to be the most elite publication of the Luxury Design Community along Florida's West Coast.

