

About

As a subscription-based weekly digital magazine, officeinsight provides subscribers with feature stories and news, covering the full range of the commercial interiors industry. We provide in-depth coverage of workplace research, design trend analysis, exemplary projects, innovative product design, sustainability and industry events and news.

We focus on issues and trends involving interior design and architecture and the manufacturers and products specified for the workplace, education, healthcare and hospitality.

The weekly digital magazine consists of two major sections:

- Feature articles – here we tell stories of our industry within seven categories of focus: Architecture & Interior Design, Product design, Sustainability, Technology, Events, Culture and Research.
- Officenewswire – here we report on the industry news we receive from manufacturers, design firms, dealers and others via press releases. Submissions are accepted through the officenewswire email: pressrelease@officeinsight.com

Subsequent to distribution of the digital magazine, content is also available to subscribers on our website at www.officeinsight.com.

The officenewswire section of our website gives our audience and the wider industry an opportunity to communicate directly and without charge, through press releases and announcements.

Demographics

officeinsight has a paid subscriber audience that is robust and stable. We have averaged more than 30,000 downloads of our weekly pdf for each of the last seven years.

Additionally, we average ~1,500 discreet visits to our website each week. Our reach is predominantly within the United States and Canada and comprises a cross-section of the industry, with the largest segment being interior designers, followed by manufacturers, dealers, independent reps and so on. We have a few loyal followers in Europe, Asia and Australia.

Advertisements

If you want to build your brand among the leading architecture and design firms in North America or if you are an OEM manufacturer wishing to reach the manufacturers of workplace furnishings, advertising in officeinsight is an excellent tool. We offer a range of ad types and placement opportunities:

IN THE DIGITAL MAGAZINE:

- Full page cover ads
- Full page display ads
- Half page display ads
- Third page display ads
- Classified ads

ONLINE AT OFFICEINSIGHT.COM:

- Website banner ads in three sizes & locations
- Classified ads

Advertisements (cont.)

Events we focus on:

- BIFMA Leadership Conference (January)
- Hospitality Design Expo (May)
- NeoCon, (June)
- Healthcare Design Conference (October)
- BDNY (November)
- Greenbuild (*October*)

Awards we cover:

- AIA Awards (February)
- Pritzker Prize (March)
- Best of NeoCon (June)
- Center for Active Design Excellence (August)
- Praemium Imperiale (October)

Month-long content themes:

- April: Hospitality
- June: NeoCon
- September: Education/Learning
- November: Healthcare/Wellbeing

NeoCon 2023

- NeoCon Product Preview - June 9
- Best of NeoCon Winners - June 19
- Delights of NeoCon - June 26

2023 advertising rate card

officeinsight digital magazine - display ad prices

Ad Type	x1	x3	x6	x12
Cover	\$4,200	\$3,575	\$3,000	\$2,725
Page 2 -Full Page	\$3,550	\$3,025	\$2,600	\$2,350
Full Page - Inside	\$2,925	\$2,500	\$2,145	\$1,925
Half Page	\$1,750	\$1,500	\$1,300	\$1,175
Third page	\$1,320	\$1,125	\$950	\$850

Note: We publish 49 issue per year. For an ad campaign of more than x12 placements contact Bob Beck for pricing.

officeinsight.com - web ad prices

Three ad sizes & locations	1 month	3 months	6 months
	\$3,300	\$6,600	\$9,600

digital magazine creative specifications

Ad Size	Width	Height
Cover	6.875 in.	8.5 in.
Page 2 -Full Page	6.875 in.	8.5 in.
Full Page - Inside	6.875 in.	8.5 in.
Half Page	6.875 in.	4.25 in.
Third page	6.875 in.	2.75 in.

Note: PDF File, approximately 1-2 MB

web ad creative specifications

Ad Size/location	Pixels	File Size
Top right - Medium Rectangle	300 x 250	~80kb
Middle right - Vertical Rectangle	240 x 400	~80kb
Bottom center - Leaderboard	728 X 90	~80kb

CONTACT: Bob Beck, bob@officeinsight.com

To place an order please send a P.O. or request an Insertion Order.

web-based advertising

Officeinsight is the digital publication that gives voice to the professionals who create workplace design and the manufacturers that furnish the spaces they design. As a focused weekly digital magazine, officeinsight can highlight your advertising messages to the design community and those who work with it.

In addition to display ads in our weekly magazine, we offer web ads on officeinsight.com in three sizes. See below for examples of the sizes and specific locations.

The screenshot shows the officeinsight website with the following elements:

- Header:** officeinsight logo, navigation links (FEATURE ARTICLES, OFFICENEWSWIRE, CLASSIFIEDS, ADVERTISE, SUBSCRIBE, LOG IN), and social media icons.
- Main Content Area:** A grid of article thumbnails including "The Bauhaus Project By Designtex, Bauhaus 100th Anniversary", "The Shape Of Seating To Come: Lauren Rottet's Lyda Lounge", "Introducing Watson's New C9 System", "Best Of NeoCon Awards For 2019", "NeoCon 2019 Product Preview", "An App For All Reasons: Enabling Mobility In The Built Environment - Part II", "Are You 'Awair' Of Your Air?", and "Tile Trend Report: Top 7 Tile Trends For 2019".
- Upcoming Events:** A sidebar listing events like "DIFFA By Design Debuts March 2020" and "Announcing IFI World Interiors Day (IFI WID) 2020".
- Ad Placements:**
 - Top right:** A Medium Rectangle (300 x 250 pixels) ad for "Faction Executive" by Encore.
 - Middle right:** A Vertical Rectangle (240 x 400 pixels) ad for "Buncha" by Keilhauer.
 - Bottom center:** A Leaderboard (728 x 90 pixels) ad for "Twirl Lounge" by Encore.

Top right
Medium Rectangle
300 x 250 pixels

Middle right
Vertical Rectangle
240 x 400 pixels

Bottom center
Leaderboard
728 X 90 pixels

2023 Insertion Order

officeinsight is the information vehicle that gives voice to the professions and businesses that create workplace design and furnishings. As a focused weekly digital magazine, officeinsight is the only publication of its kind that highlights your advertising messages to the design community and those who work with it, especially during NEOCON weeks (advertising volume discounts don't apply if ads are run *only* during NeoCon weeks).

To place an order, fill in the blue fields, save the pdf to your computer, then email the file to bob@officeinsight.com.

Company

Name

Title

Street

City

State

Zip

Telephone

Email

Ad Size

of Ads

Total Amount

Price Per Ad

Dates to Run

Dates to Run

Signature

Print Name

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