

Tap Into Your Target Audience

01 Publications

2024 Media Kit

overview

Giving Voice to Those Who Create Workplace Design & Furnishings

OI Publications is a media company devoted to providing inspiration, information, and intelligence for the commercial interiors industry through our collection of weekly and monthly e-magazines and digital communication tools. We tell the industry’s stories through interviews and collaboration with experts in the market, thought leaders, and visionaries.

HISTORY

30+
years in business

Since its launch in 1991, officeinsight has evolved from a three-page faxed newsletter to an industry publishing company delivering two digital magazines and officenewswire for breaking news.

MAGAZINES

officeinsight

Build your brand by reaching the leading architecture and design firms in North America

viewpoint

Gain visibility among the leading commercial interiors dealerships in North America

AUDIENCE ENGAGEMENT

38k
Subscribers,
representing a cross-
section of the industry*

7.5k
Average number of
monthly website visits

25%
Increase in number of
subscribers in 2023

*A combination of direct distribution along with enterprise subscription delivery via internal email and company intranet

Industry Partnerships



calendar

industry events

January

- imm cologne
- BIFMA Leadership Conference

March

- CIFF

April

- Salone del Mobile
- Hospitality Design Expo

May

- Clerkenwell Design Week

June

- NeoCon

October

- CET Experience
- Orgatec

November

- EDspaces
- Healthcare Design Conference
- BDNY
- Greenbuild

officeinsight

Awards we cover:

- AIA Awards (Feb)
- Pritzker Prize (Mar)
- Best of NeoCon (Jun)
- Center for Active Design Excellence (Aug)
- Praemium Imperiale (Oct)

Month-long content themes

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

NeoCon 2024

- NeoCon Product Preview – June 7
- Best of NeoCon Winners – June 17
- Delights of NeoCon – June 24

viewpoint

Editorial Schedule

- Networking & Connections (Jan)
- Modernizing Industry Practices (Feb)
- Influential Women in Commercial Interiors (Mar)
- Sustainability (Apr)
- Vertical Markets (May)
- Design & Inspiration (Jun)
- Design Trends (Jul)
- Customer Experience & Loyalty (Aug)
- Future of Work & the Workplace (Sep)
- Technology & Innovation (Oct)
- Workplace Well-being (Nov)
- Lessons Learned in 2024 (Dec)

officeinsight

a weekly publication that provides a vehicle for those who design and furnish workplaces to discuss their profession, their markets, and their objectives. officeinsight focuses largely on interior design and architecture, and the furnishings that are specified by the A&D community and includes officenewswire - the go-to source for breaking industry news and events.

[A&D](#) • [Product Design](#) • [Project Spotlights](#) • [Companies](#) • [Concurrents](#) • [Breaking News](#)

viewpoint

an interactive monthly e-magazine that connects the commercial interiors dealer, manufacturer and rep communities with design and industry insight. viewpoint features stories that highlight progress and innovation, columns addressing current challenges, and news and events making an impact on our industry.

Industry Perspective • Dealer Features • Product Spotlights • Community Highlights • News Briefs

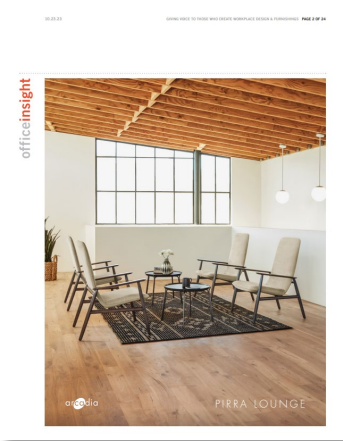
[illegible]

layouts and specs

Digital Magazine Ads



Cover | 6 7/8 x 8 1/2
(officeinsight only)



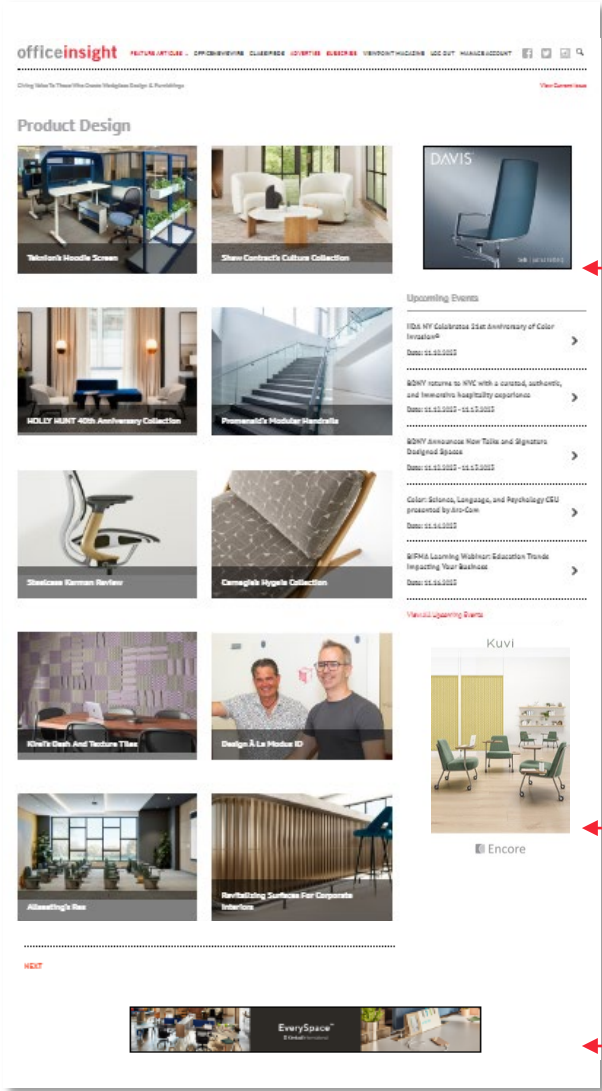
Full Page | 6 7/8 x 8 1/2



Half Page | 6 7/8 x 4 1/4



Website Ads



Top right
Medium rectangle
300 x 250 pixels

Middle right
Vertical rectangle
240 x 400 pixels

Bottom center
Leaderboard
728 x 90 pixels

*Submit magazine ads in .PDF format with web links included

rates

With competitive pricing and extensive reach in the commercial interiors and A&D communities, OI Publications offers several impactful opportunities to gain critical visibility within your target audience.

officeinsight and viewpoint digital magazines – display ad prices

Ad type	x1	x3	x6	x12
Full Page –Cover (officeinsight only)	\$4200	\$3575	\$3000	\$2725
Full Page – p2	\$3550	\$3025	\$2600	\$2350
Full Page - Inside	\$2925	\$2500	\$2150	\$1925
Half Page - Inside	\$1750	\$1500	\$1300	\$1175

officeinsight.com– web ad prices

Three ad sizes & locations	1 month	3 months	6 months
	\$3300	\$6600	\$9600



Ready to get started, or need more info? Email advertising@officeinsight.com