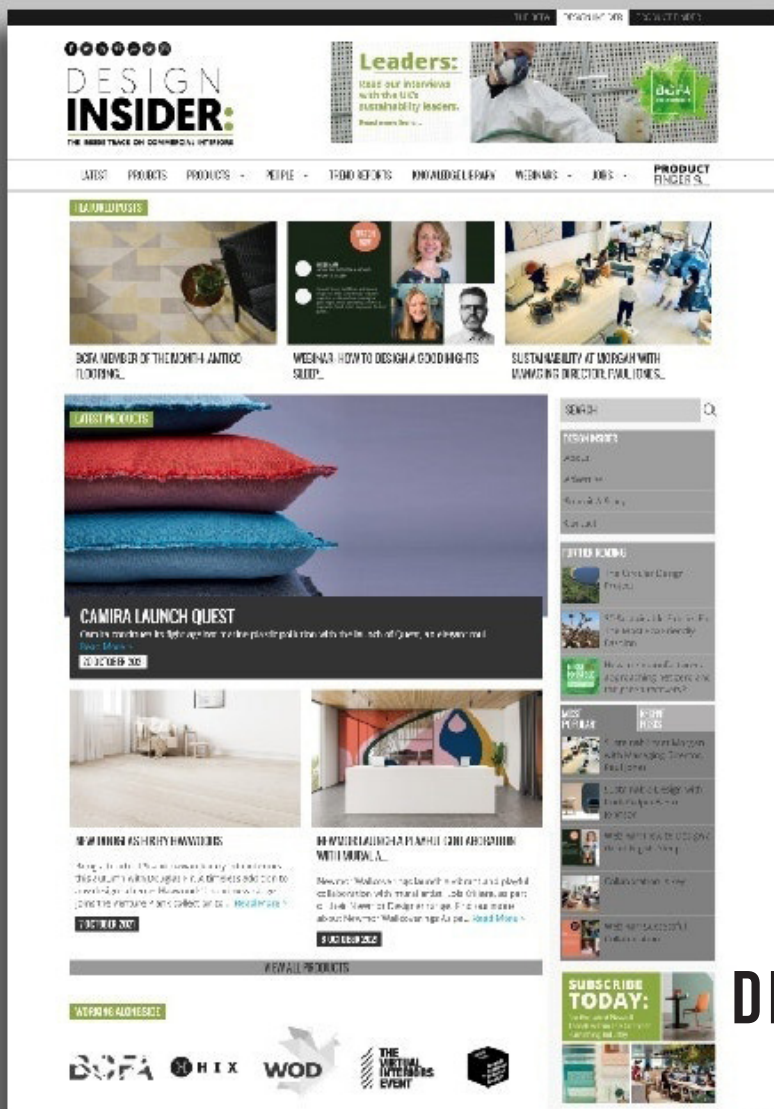


# DESIGN INSIDER:

THE INSIDE TRACK ON COMMERCIAL INTERIORS



2022 MEDIA PACK

DESIGNINSIDERLIVE.COM

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# ABOUT

## Publishing at the heart of the Commercial Interiors market

Design Insider acts a channel of communication for the Interior Design sector.

Our aim is to inspire and keep our readers up to date with the latest news and trends within the global Contract Furnishing Industry.

Design Insider publishes a unique blend of content to keep our audience engaged.

Publishing daily knowledge-based articles, new product launches, projects & case studies, webinars, designer Q&A's, events, sector trends and much more. Design Insider also dedicates a segment of its website to Design Insider Jobs, which seeks to support interior designers on their career journey by publishing resources, top tip articles, webinars and studio tours in top firms.

Design Insider runs four quarterly content campaigns. Within each campaign, we publish a variety of articles, reports and webinars which examine the topic in depth. We began 2021 with UK MADE, then followed by Healthcare, Collaboration and lastly Sustainability.

We ensure our audience is aware of the latest trends from key international events such as Salone del Mobile Milan, Berlin Design Week and the London Design Festival.

Design Insider hosts free regular webinars with industry leaders from the sector. In the webinars, we explore the significant issues affecting our industry and also seek to provide guidance on areas such as fire regulations and sustainability.

We have unique support from the British Contract Furnishing Association (BCFA). BCFA members use Design Insider as their predominant channel for engaging with the Interior Design sector. The BCFA and Design Insider work together on producing exclusive content so that our audience will consistently see the first view of the latest products from members, as well as acquiring a key insight into completed projects, trends and much more.

### Contact

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# READERSHIP

## MONTHLY TRAFFIC

14,000 Monthly page views



8,000 Newsletter subscribers

7,000 New visitors

## SOCIAL MEDIA FOLLOWING



4,000 Followers  
3,600+ Likes



2,600+ Followers



3,100+ Followers

## AUDIENCE PROFILE



### Location

119 Countries

57% Europe, 22% America, 16% Asia  
and 5% Other.



### Employment

Design Studios, Interior Design Practices,  
Architectural Firms, Property Developers,  
Graphic Designers, Press Agencies, Contract  
Furnishing Companies.



### Age

30% 25-34  
19% 18-24  
16% 35-44  
15% 45-54  
11% 44-64  
10% 65+



### Gender

60% Female  
40% Male

# 2022 CAMPAIGNS & FEATURES

For 2022 we have launched 4 quarterly content campaigns. Within each campaign we will publish a broad range of articles, reports and webinars which examine the topic in depth.

## Wellbeing

1st January to 31st March.

Open for content submission from 14th December - content deadline 15th March.

## Innovation

1st April to 30th June.

Open for content submission from 15th March - content deadline 14th June.

## Reaching Carbon Zero

1st July to 30th September.

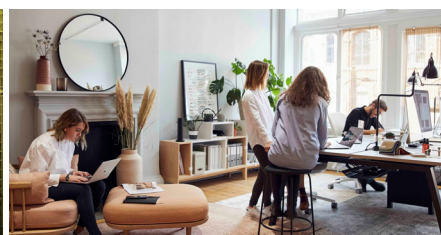
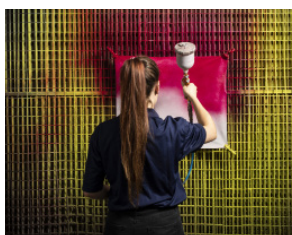
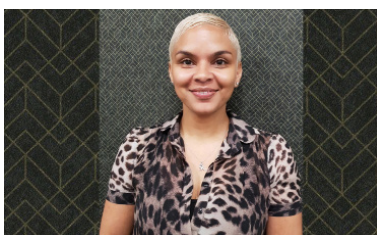
Open for content submission from 14th June - content deadline 13th September.

## Designers Muse

1st October to 31st December.

Open for content submission from 13th September - content deadline 13th December.

Content for each of our quarterly campaign topics can be part of the features outlined below in order for Design Insider to showcase your brand in the best way possible. A full brief for each feature is available to download at [designinsiderlive.com/submit-a-story/](https://designinsiderlive.com/submit-a-story/)



### Designer Q&A and Designer Muse

An interview with your design team or collaborating designer is a fantastic way to show the personality, passion, knowledge and expertise behind the product and brand, adding that human element that is often missed.

### Case Study

Completed a project you want everyone to know about? Let us know and we can put together a case study article involving the interior designer and the end client. We can also include a Product Focus section which highlights the specification of the products supplied.

### ONE Series

Our popular series enables a glimpse of the passions, interests and unexpected choices of the individuals behind the UK's design and manufacturing sectors.

### Sketch Series

Inviting designers to draw their new design, during which they are photographed. A series of questions allows your designer to talk us through their initial concepts, inspiration, motivation and environmental considerations. This mini Q&A is then accompanied by information and images from your new product launch press release.

### Product Watch

Want to shout about a new product launch? This is one way you can do it. We interview the design team behind the product asking about the concept, inspiration, production and environmental considerations.

### Creative Space

Exploring spaces which inspire. Interviewing a member of your design team about an interior or exterior space that inspires them. This can link to one of our monthly themes

*Articles are 600-1000 words in length accompanied by 6-8 images which illustrate the text.*

**EMAIL [PHOEBE@THEBCFA.COM](mailto:PHOEBE@THEBCFA.COM)**



# SPONSORSHIP OPPORTUNITIES

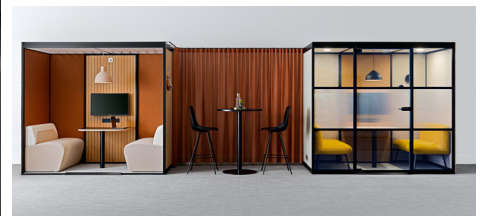
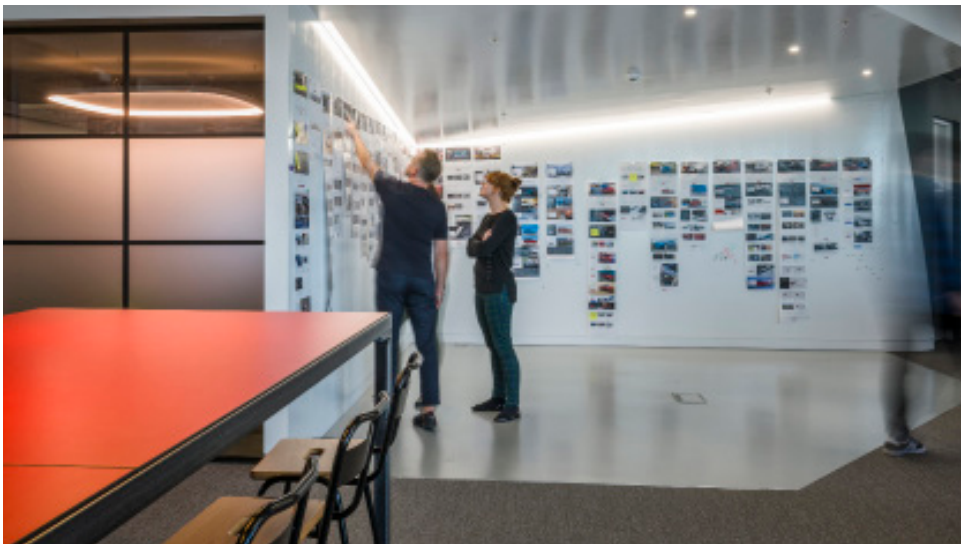
Design Insider is enjoyed by interior designers, architects and specifiers within the contract sector and offers a range of ways for you to reach our global audience through sponsorship. Prices shown are for BCFA members.

## Topical Webinar

Design Insider has run a successful series of knowledge based panellist webinars. We are offering members the opportunity to commission a webinar to discuss their chosen topic and demonstrate their position within their sector to our audience.

The Topical Webinar is £500 +VAT and includes:

- 45 minute webinar hosted by Design Insider.
- Panel or 1-1 interview format.
- Assistance in sourcing panellists.
- Creation of a full set of marketing assets.
- Promotion across all Design Insider social media platforms and in the weekly newsletter.
- Attendee list with permission to contact leads.
- Recording of the webinar published in full on Design Insider.
- Design Insider article promoted across all social media platforms and included in the weekly newsletter.
- Copy of the edited webinar to publish on your own site.



## BCFA Member of the Month

Each month Design Insider will announce a Member of the Month which enables the member to be celebrated across our platforms, promoting the member directly to our audience and their target customer.

The Member of the Month costs £400 +VAT and you will receive:

- Q&A Article published on Design Insider.
- Q&A article positioned as a Featured Article on Design Insider.
- Design Insider banner advert.
- Q&A article included as the top article in the weekly Design Insider newsletter.
- Q&A article promoted across all social media platforms and sponsored on Facebook and Instagram.
- Q&A article published on the BCFA blog.
- Q&A article promoted across all BCFA social media platforms.
- Q&A article included in the weekly BCFA newsletter.

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# SPONSORSHIP CONTINUED...

## Event Trend Report Sponsorship

Sponsoring a Design Insider event trend report will maximize on the leads that this year's design events could generate for your business. We only have one sponsorship space for each event on offer!

Design Insider will publish Trend Reports shortly after each of 2021's major design events including Clerkenwell, Milan and London Design Festival. Each of our past Trend Reports has reached over 15,000 interior designers, architects, designers and specifiers.

Being a sponsor costs £1750 +VAT and the package includes:

- Your logo featured on the front cover of the Trend Report.
- Half page advert within the Trend Report.
- Credited and linked on the Design Insider article which launches the trend report.
- Credited and tagged on all Social Media posts related to the trend report.



## Product Showcase

A Product Showcase enables you to introduce new products to your customers through a filmed in-depth conversation with Design Insider Editor Alys Bryan, edited to include your high-quality product photography.

Package A costs £450 +VAT and you will receive:

- 10+ minute edited recording.
- Integration of up to 20 high quality product photographs.
- Published on Design Insider.
- Published on your BCFA Product Finder profile.
- Shared across all Design Insider social media platforms.

Package B: costs £750 +VAT and you will receive:

- Package A in full.
- Full promotion of a live streaming of your showcase.
- Your showcase streamed to a live audience.
- Live introduction to your streamed showcase.
- Live Q&A following the streaming of your showcase.

If you would like to ensure that your customers have seen your latest products in an engaging and informative way, please get in touch.

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