

# DESIGN INSIDER:

THE INSIDE TRACK ON COMMERCIAL INTERIORS



## 2023 MEDIA PACK



# ABOUT

Design Insider recognises the exceptional expertise of Commercial Interior Designers and supports their work by publishing the latest knowledge, products, projects, news and events from within the commercial furnishing sector and by instigating conversations with the people who lead our sector.

Design Insider is the media partner of Commercial Interiors UK. Commercial Interiors UK, is the new name for the BCFA – the UK's trade association representing the commercial interiors sector. Its 200+ members represent leading manufacturers, suppliers, and designers – all shaping inspirational commercial interiors internationally.

Commercial Interiors UK inspires & supports the growth and global success of the UKs commercial interiors community, creating a sustainable future.

## Readership

Monthly Traffic:  
14,000 Page views  
7,000 New visitors  
8,000 Newsletter subscribers

Social Media:  
4,000 LinkedIn  
3,300 Instagram

Audience Profile:  
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, Commercial Furnishing Suppliers.

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

Gender:  
60% Female  
40% Male

## Contact

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# 2023 CAMPAIGNS & FEATURES

For 2023 we have launched 4 quarterly content campaigns. Within each campaign we will publish a broad range of articles, reports and conversations which examine the topic in depth.

## Wellbeing

1st January to 31st March.

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

## Now Hotel

1st April to 30th June.

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

## Sustainable Innovation

1st July to 30th September.

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

## International

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/)

## Product Launches

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.

## Project

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.

## People

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.

## Sustainability Leaders

We talk to your team members who focus on sustainability within your business. Tell our readers your sustainability story, how you're meeting targets, what you're aiming for and the next steps towards achieving a more sustainable future.

## Opinion

Do you have knowledge and expertise on a specific topic and want to tell our readers about it? Email us with your idea and we will help you bring the piece to life. Our columnist series is also a great way to publish regular pieces on a topic you're passionate about.

## 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, or may link to your new product launch.

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

# 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 CIUK members.

## Brand Spotlight

Each month Design Insider will announce a Brand Spotlight which will celebrate a CIUK member or Design Studio across our platforms and social channels, promoting the brand directly to our audience and your target customer.

### The Brand Spotlight costs £500 +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 and Product Finder advert of your choice
- Q&A article included in one solus newsletter sent out to Design Insider audience.
- Q&A article promoted across all social media platforms and sponsored on Facebook and Instagram.
- Q&A article published on the CIUK blog.
- Q&A article promoted across all CIUK social media platforms.
- Q&A article included in the weekly CIUK newsletter.



## Product Spotlight

A Product Spotlight enables you to introduce new products to your customers through an in depth interview or press release, accompanied by a Reel of the physical product; from unboxing to finished product. Promotion will be spread across the course of a month. A physical sample or showroom visit will also be required for this feature.

### The Product Spotlight costs £500 +VAT and you will receive:

- Written or recorded interview OR a press release of the product published on Design Insider
- Editorial shared across social channels
- Reel of product shared across social channels
- Editorial shared at top of Design Insider Product Focus newsletter
- Product advert banner on Design Insider and Product Finder website

## SPONSORSHIP CONTINUED...

### Design Insider Talks

Design Insider instigates sector leading, focused and detailed conversations through our Design Insider Talks series. We welcome industry leaders to discuss important topics, tackling the gritter and more urgent questions within the Commercial Interiors industry. Our audience will leave with actionable knowledge that they will be able to apply and share within their team.

Each talk will be hosted in your showroom and would consist of a 45 minute Q&A, audience questions and an opportunity to network with speakers and audience.

We will work with you to curate a topic, and invite speakers, which align with your marketing objectives, lead conversations within our sector and entice an audience of commercial interior designers.



**Sponsoring a Design Insider Talk costs £1250 +VAT for non-members and £800+VAT for members**

**The package includes:**

- Your logo included across all marketing materials
- 40 word brand bio included across all marketing materials
- Banner advert of your choice on Design Insider website for duration of talks series
- Newsletter sent out to Design Insider database (over 6,000 contacts)
- Food and beverage provided at each talk
- Introduction of your brand at the beginning of each talk
- Your brands marketing materials at each talk
- Full list of contacts who signed up and attended each talk

## 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 2023'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 £750 +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.

Receive a discount when you sponsor more than one trend report during 2023.



### 2023 Trend Report Sponsorship Opportunities

Design Insider will cover the following international and UK based events. Please do email if you would like to sponsor an event that is not listed.

- London Design Festival
- Clerkenwell Design Week
- HIX Event
- Stockholm Furniture Fair
- Dutch Design Week
- Milan Design Week