



## 2024 MEDIA PACK



Media Partner of



# 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 a UK 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 UK's commercial interiors community, creating a sustainable future.

**4,500+**

MONTHLY ACTIVE USERS

**10,000+**

MONTHLY PAGE VIEWS

**3,500+**

NEWSLETTER SUBSCRIBERS

**10,000+**

SOCIAL MEDIA FOLLOWERS

**3,000+**

LINKEDIN NEWSLETTER SUBSCRIBERS

**20,000+**

MONTHLY LINKEDIN IMPRESSIONS

## Contact

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## Audience Profile:

119 Countries  
57% Europe, 22% America,  
16% Asia and 5% other

## Age:

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

## Employment:

Design Studios, Interior Design  
Practices, Architectural Firms,  
Property Developers, Graphic  
Designers, Press Agencies,  
Commercial Furnishing Suppliers.

## Gender:

60% Female  
40% Male

# FEATURES



Design Insider caters to a dedicated audience of commercial interior designers, architects, and suppliers, prioritizing knowledge-sharing and showcasing the innovators shaping the sector. As an integral part of your marketing strategy, our platform offers professionals access to knowledge-based content. Exclusive features are available to Commercial Interiors UK (CIUK) members and commercial interior designers, while non-CIUK member suppliers can inquire about tailored advertorial packages for maximum impact.

Design Insider presents a variety of editorial features and provides the opportunity for bespoke editorial content, ensuring a comprehensive and customisable platform for our audience.

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## Product

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.

# FEATURES: COMMERCIAL DESIGNERS



Design Insider is a platform dedicated to sharing the expertise of commercial interior designers. Our mission is to build a vibrant community that showcases the immense talent and creativity within our sector. Through our publication we connect readers with your latest in design knowledge, innovative projects, and industry news.

We are proud to offer six distinct feature opportunities specifically for interior designers and studios, each tailored to illuminate the diverse aspects of commercial interior design and the people who shape it.

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## Career Profile

“Meet the Minds Behind the Designs” - A series which shares the personal journeys of leading commercial interior designers, uncovering their inspirations, challenges, and unique design contributions.

## Leadership Profile

“Visionaries of Design” - Articles which share the approach and ethos of the people leading commercial interior design studios and projects.

## Studio Tour

“Behind the Scenes of Creativity” - A digital tour into the heart of the most inspiring design studios, revealing the environments where ground breaking ideas take shape.

## Project

“Blueprints of Innovation” - A showcase of commercial interior projects from concept to completion, highlighting creativity, functionality, and impact.

## Opinion

“Voices of Design” - Providing a stage for industry thought leaders to share their perspectives on current trends, challenges, and the future of commercial interior design.

## Sustainability

“Designing a Green Future” - Emphasizing sustainable knowledge, practices and innovations, underscoring the industry’s commitment to environmental stewardship.

# ADVERTORIAL SERIES



Design Insider caters to a dedicated audience of commercial interior designers, architects, and suppliers, prioritizing knowledge-sharing and showcasing the innovators shaping the sector. As an integral part of your marketing strategy, our platform offers professionals access to knowledge-based content. Exclusive features are available to Commercial Interiors UK (CIUK) members and commercial interior designers, while non-CIUK member suppliers can inquire about tailored advertorial packages for maximum impact.

## 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.

## 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.

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### Brand Spotlight

Brand Spotlight costs £400 +VAT for CIUK Members and £600 +VAT for Non-Members.

You will receive:

- Q&A Article published on Design Insider
- Q&A article positioned as a Featured Article on Design Insider
- Design Insider and Supplier Finder advert of your choice
- Q&A article included in one Design Insider newsletter
- Q&A article shared across Design Insider social media
- Q&A article published as a CIUK news article
- Q&A article shared across CIUK social media
- Q&A article included in one CIUK newsletter

### Product Spotlight

Product Spotlight costs £400 +VAT for CIUK Members and £600 +VAT for Non-Members.

You will receive:

- Product editorial published on Design Insider
- Product editorial positioned as a Featured Article on Design Insider
- Product editorial shared across Design Insider social media
- Product reel of product shared on Design Insider Instagram
- Design Insider and Supplier Finder advert of your choice

# QUARTERLY CAMPAIGNS



In 2024, we are unveiling four quarterly content campaigns, each designed to bring you a diverse array of articles, reports, and insightful conversations delving deep into specific topics. Within each campaign, we'll explore the subject matter comprehensively. Below, you'll find the campaign dates, content deadlines, and prompts to guide our content creation process.

## Sensory Design

1st January to 31st March.

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

Content centred around sensory design offers an opportunity to delve into your unique approach as a designer or supplier and explore the ways you've seamlessly integrated sensory elements into your projects or products. Additionally, consider spotlighting the pivotal role sensory design plays in fostering accessibility or inclusion for neurodiverse individuals. This content could explore the impact of sensory design in workplaces, hospitality spaces, and care settings.

## Next Generation

1st April to 30th June.

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

We're excited to champion the next generation, taking a closer look at their needs and the challenges they face. This content could feature interviews with the freshest additions to your team or spotlight projects which address the requirements of the next generation. The campaign could showcase products tailored for the next wave of employees, hotel guests, or cruise ship enthusiasts. Seize this opportunity to share your expertise, whether you're a designer, manufacturer, or team member.

## Colour

1st July to 30th September.

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

Interested in discussing and sharing your colour expertise with us? This content campaign could spotlight your commercial project or product where colour takes centre stage, delving into the crucial role it plays in the spaces or products you design. This campaign could explore the use of colour for inclusivity, particularly in the care sector but also in hotels, workplaces, education settings. This content could also celebrate colour trends and colour forecasting.

## Care

1st October to 31st December.

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

Our care campaign could explore the design of care settings and products tailored for the care sector. Beyond that, we could examine the ways in which employees and guests are cared for within the hospitality, cruise, and workplace sectors, while also addressing the unique considerations for student wellbeing in their working and living environments. Moreover, it's important to incorporate content on caring for our planet, emphasising the responsibility of designers and manufacturers in sustainable best practice and innovation.

# ANNUAL CAMPAIGN: AI



Design Insider is embarking on an annual campaign focused on the dynamic intersection of AI and design, recognising the myriad opportunities and challenges it presents for both designers and manufacturers.

From its role as a design tool to its impact on business administration and marketing, we aim to comprehensively explore the multifaceted applications of AI. Furthermore, Design Insider is committed to addressing the challenges AI brings and establishing best practices in the field.

Throughout 2024, we are building a platform for the exploration of AI, whether you love it or loathe it, we invite you to be a part of this conversation!

Here are four core ways to participate in this content:

## **1. Interview: Share Your Insights!**

Engage with us in a one-on-one interview to discuss your perspectives, experiences, and insights on AI in the commercial design and manufacturing sector.

## **2. Demonstration: Showcase Your AI Applications!**

Provide a demonstration to showcase how your organization is leveraging AI in innovative ways, offering a first-hand look at the practical applications within the industry.

## **3. Discussion: Join Design Insider Talks Events and Round Tables!**

Participate in our in-person and online Design Insider Talks events and round tables, where industry leaders come together to discuss and dissect the evolving role of AI in commercial design.

## **4. Challenge: Pose Your Questions!**

Share the questions you seek answers to, and let us connect with our audience to gather insights and perspectives, turning your challenges into valuable discussions within the community.

This campaign will run from the 1st January 2024 until the 31st December 2024, content can be submitted at any time.

# HAVE YOUR SAY!



Elevate your expertise by featuring in our “Have Your Say” series, where we spotlight the insights of Commercial Interior Designers and Suppliers each month. Engage with our audience by sharing your perspectives on crucial questions in the industry.

We invite you to contribute to this series by addressing any or all of the provided questions. Keep your responses concise, ranging from 50 to 150 words. Please include the respondent's name, position, company, and a high-resolution portrait image. Submit your content via email to [alys@designinsiderlive.com](mailto:alys@designinsiderlive.com). Join us in shaping the conversation!

**January:** What role does sensory design play in the creation of successful hospitality spaces?

*Copy deadline 8th January*

**February:** How do inclusive workspaces utilise sensory design?

*Copy deadline 26th January*

**March:** When designing for the care sector how do the senses need to be addressed?

*Copy deadline 23rd February*

**April:** What advice would you give to the next generation of interior designers?

*Copy deadline 22nd March*

**May:** Junior designers - What does your future hold?

*Copy deadline 26th April*

**June:** How do you support and celebrate your next generation of team members?

*Copy deadline 20th May*

**July:** What role does colour play when designing for people living with dementia?

*Copy deadline 20th June*

**August:** What colour trends are you seeing showcased in the commercial sector?

*Copy deadline 26th July*

**September:** How do you use colour to create immersive experiences?

*Copy deadline 23rd August*

**October:** How do you incorporate employee/guest wellbeing within your design process?

*Copy deadline 21st September*

**November:** How will future care settings differ from what is available now?

*Copy deadline 26th October*

**December:** Does tech feature in the future of care?

*Copy deadline 23th November*



# EDITORIAL & IMAGE GUIDE



Design Insider acknowledges the exceptional expertise of Commercial Interior Designers, championing their work by showcasing the latest knowledge, products, projects, news, and events within the commercial furnishing sector. We actively initiate conversations with the people who lead in our sector.

Elevate your brand, product, and knowledge by featuring in Design Insider and positioning them in front of our engaged audience.

To maintain the highest standards in both editorial and visual content, please adhere to the following guidelines:

**Text:** All text should be written in 3rd person, apart from text for a column series which should be 1st person.

- Product articles: 600-800 words
- Case Studies: 600 - 1000 words
- Interviews and editorial: 800 - 1000 words
- Columns: 400 words

**People:** Photography containing people will be prioritised, including editorial, product and project focused articles.

All interviews must be accompanied by a portrait of the interviewee, this will be cropped to 16:9.6 for the feature image but may be used square within the article.

**Images:** All images should be supplied at 300dpi.

Design Insider's digital template allows for the use of landscape and square images only. Landscape images are cropped to 7:5 ratio.

Feature images are a panoramic landscape and are cropped to 16:9.6 ratio, this includes portraits of interviewees.

**Credits:** Please provide a photographer credit if needed, this will be published at the end of the article.

If image credits are required please ensure that it is clear which credit relates to which image.

**Links:** Please provide any external brand links required.

The first time a brand is mentioned it will be linked to their Commercial Interiors UK member Product Finder profile.