

officeinsight

About

officeinsight is a weekly digital magazine giving voice to those who create workplace design and furnishings.

As our tagline indicates, officeinsight provides a vehicle for those who design and furnish workplaces to discuss their business/profession, their markets, and their objectives. We focus largely on the end of the market involving interior design and architecture, and contract and individual furnishings that are specified by interior designers and architects.

We provide a thoughtful balance of in-depth research, design trend analysis, leading interior design theory, exemplary interiors work and innovative product design coverage.

Through the officeinsight website and digital PDF magazine, our subscribers can engage in current industry goings-on, whether their interests lie in architecture and interior design, product design and development trends, company news, technology, events, culture, sustainability, and research .

officeinsight is distributed as a pdf to subscribers for download via an emailed link. Subsequently, content is also available to subscribers at www.officeinsight.com. Over the 25 plus years we've been in business, officeinsight has evolved from a three-page faxed newsletter to an industry thought leader with more than 35,000 loyal readers per week.

Demographics

officeinsight has a robust and stable audience. In 2017 we averaged more than 35,500 downloads per week. Since our publication is a pdf, we do not have website type analytics of pages visited, etc., but only how many times people clicked on the link to download the pdf. Many of our subscribing entities are "Site Licenses," that click only once before putting officeinsight on their intranet, so we know we have more readers than downloads, but we cannot account for them. At any rate with more than 35,000 clicks per week, officeinsight is clearly among the most widely read publications in the field.

As our tagline, *"Giving voice to those who create workplace design & furnishings"* indicates, officeinsight provides a vehicle for those who design and furnish workplaces to discuss their projects, products, markets and objectives. We serve this function, in part, by reporting and commenting on issues related to workplace design and performance, and in part by inviting knowledgeable industry professionals to submit articles and projects for publication in one of our featured sections.

The officenewswire section of www.officeinsight.com gives our audience an opportunity to participate directly through press releases and announcements.

Perspective

officeinsight is a content rich digital magazine. Our editorial content lets the organizations we cover speak for themselves, about who they are, what they are trying to accomplish, their culture, their products, their people and so on. We invite, and indeed, rely upon those in the interiors industry to contact us with their news of interest, and we recommend the benefits of using the unique characteristics of a weekly magazine to convey messages throughout the year that fairly and completely describe an organization and its mission(s).

officeinsight

Opportunities

officeinsight has five main categories of content that can be used by organizations as part of a comprehensive messaging/marketing plan:

>*Feature articles*: contact Mallory Jindra or Bob Beck

>*Small news items*: email the information with low resolution jpeg images to: pressrelease@officeinsight.com. These are usually in the form of press releases such as those relating to hires, promotions, product introductions, events, projects, environmental activities, etc.

>*Case studies*: contact Mallory Jindra

A&D firms - projects that exemplify a particular trend or philosophy regarding workplace design, preferably with floor plans and with sufficient images to depict the overall use of space and any special features. (Your client need not be identified)

Manufacturers - text and images about the use of a particular product in an innovative or atypical setting, with a statement from the designer on why the product was selected for that application.

>*Opinion/research/educational pieces*: contact Mallory Jindra

Our Concurrents column is a space in which thoughtful or instructive voices regarding the interiors industry and its practices can be heard

>*Advertisements*: contact Bob Beck

Advertising is an all year task, and consistent presence is the most effective advertising. However, officeinsight does have three focal periods that have generally produced higher readership: **NeoCon**, **NeoCon East**, and **Greenbuild**.

The four weeks prior to NeoCon and the two weeks following comprise our "NeoCon Window." During this period our x1 ad rates (*list price*) apply with no additional discounting, unless the ads are part of a discounted "annual plan" with ads running before, during and after the NeoCon Window; in this case the annual plan discount applies during the NeoCon Window as well. There are no such restrictions around other featured events.

>*NeoCon Window 2018 (see page 6 for the full schedule of editorial focus around other events)*

May 28

June 4

June 8

June 18

June 25

Contacts:

Mallory Jindra: Mallory@officeinsight.com

T: 219.263.9006

Bob Beck: Bob@officeinsight.com

T: 972.293.9186

pressrelease@officeinsight.com

digital magazine ads display ad prices

Ad Size	x1	x3	x6
Cover	\$3,250	\$2,900	\$2,500
Full Page	\$2,300	\$2,100	\$1,800
1/2 Page	\$1,400	\$1,250	\$1,025
1/3 page	\$900	\$800	\$675

digital magazine creative requirements

Ad Size	Width x Depth
Cover	6 ⁷ / ₈ x 8 ¹ / ₂
Full Page	6 ⁷ / ₈ x 8 ¹ / ₂
1/2 Page	6 ⁷ / ₈ x 4 ¹ / ₄
1/3 Page	6 ⁷ / ₈ x 2 ³ / ₄

Note: PDF File, between 512 Kb and 1 megabyte (approximately).

officeinsight.com ads online ads

Rates	per month
Leaderboard	\$1,000
Medium Rectangle	\$1,600
Vertical Rectangle	\$1,350

online creative requirements

Ad Size	Pixels	File Size
Leaderboard	728 x 90	80kb
Medium Rectangle	300 x 250	80kb
Vertical Rectangle	240 x 400	80kb

Note: JPEG file is preferred. Flash, GIF, and PNG also accepted. Images should be RGB. All dimensions are width x height

To place an order, see the insertion order (page 7).

print ads

officeinsight

PAIRINGS®
kimballoffice.com

Kimball®Office
Work your way.

Full Page | 6⁷/₈ x 8¹/₂

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companies

MM: How do you see the future of the office space? **RM:** We have an idea in the building that we brought our interior designers and our marketing team together, and where they're housed is sort of the creative heart of the building. It's a great way to bring the excitement that the new product process brings to our organization, and to spread the message that the focus on innovation has elevated the entire organization. It's a great way to bring the excitement that the new product process brings to our organization, and to spread the message that the focus on innovation has elevated the entire organization. It's a great way to bring the excitement that the new product process brings to our organization, and to spread the message that the focus on innovation has elevated the entire organization.

nienkämper

Half Page | 6⁷/₈ x 4¹/₄

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companies

THINK BIG
NeoCon

June 11-13, 2018
The Merchandise Mart
Chicago
NeoCon.com

Pre-Register by June 28th & Save
Details
Registration
is free

1/3 Page Vertical | 2¹/₄ x 8¹/₂

officeinsight

companies

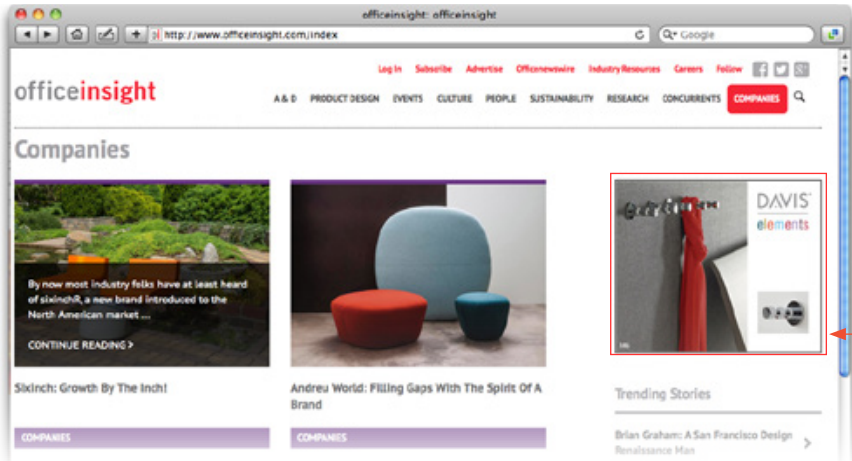
THINK BIG
NeoCon

June 11-13, 2018
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Chicago
NeoCon.com

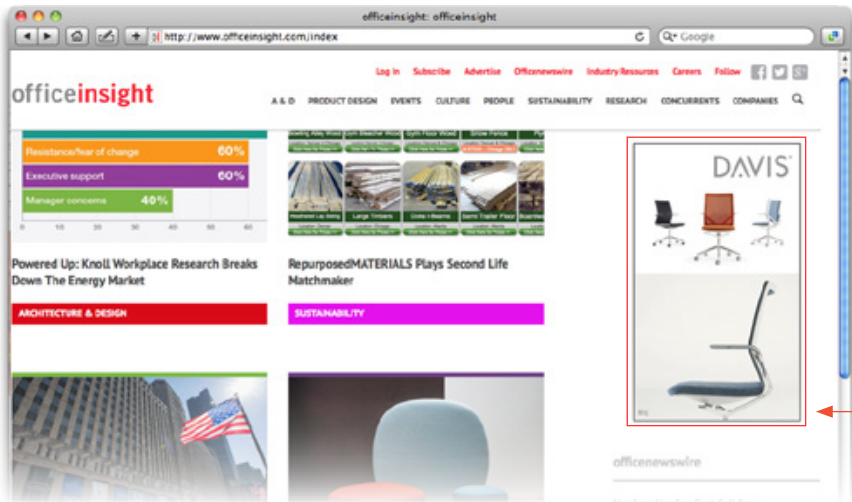
Pre-Register by June 28th & Save
Details
Registration
is free

1/3 Page Horizontal | 6⁷/₈ x 2³/₄

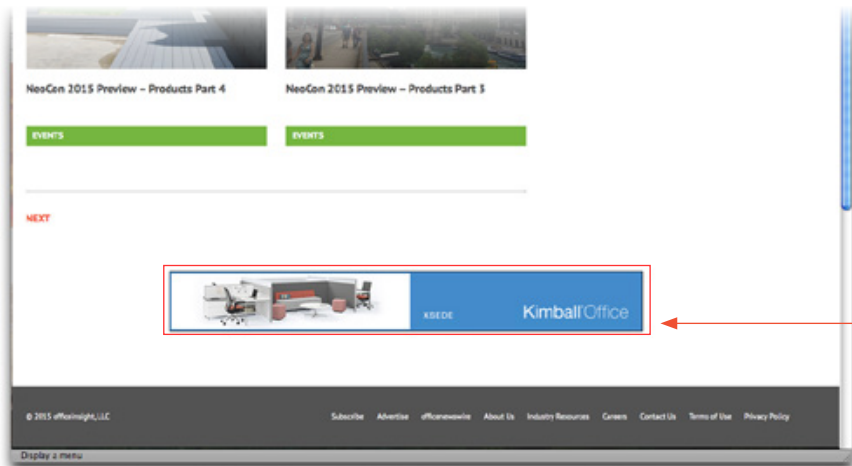
web-based advertising



Medium Rectangle | 300 x 250



Vertical Rectangle | 240 x 400



Leaderboard | 728 x 90

NEOCON, Chicago, June 12-14

NeoCon “Window” issues:

- May 28
- June 4
- June 8
- June 18
- June 25

GREENBUILD, Boston, November 8-10

Feature issues:

- November 5
- November 19

IFMA World Workplace, Houston, October 18-20

Feature issues:

- October 1
- October 8

NEOCON EAST, Philadelphia, November 15-16

Feature issues:

- TBD

HEALTHCARE DESIGN, Location and Dates TBD

Feature issues:

- TBD

IIDEX Canada, Toronto, December 2017 days TBD

Feature issues:

- TBD

AWARDS COVERAGE

Best of NeoCon (June 18th issue)

Pritzker Architecture Prize (March)

Center for Active Design: Excellence Awards (August)

CONFIRMED ISSUE THEMES

September: *Education*

October: *Healthcare*

advertise with us...

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 (*print ad volume discounts don't apply during NeoCon weeks*).

display ad prices

Ad Size	x1	x3	x6
Cover	\$3,250	\$2,900	\$2,500
Full Page	\$2,300	\$2,100	\$1,800
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online ads

Rates	per month
Leaderboard	\$1,000
Medium Rectangle	\$1,600
Vertical Rectangle	\$1,350

To place an order

By email
 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

Dates to run

How will you pay?: Company check Visa Mastercard Amex

Amount

We will invoice after the ads have run, You may securely pay by credit card.
 Just click the "Pay Now" button on the invoice.

Signature _____

Print Name _____

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“Because the purpose of business is to create a customer, a business enterprise has two — and only two — basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.”
— Peter Drucker

advertise with us...

With over 34,000 downloads per week, officeinsight is a cost effective way to reach your prospective NeoCon audience. While targeting the A&D community, we also reach a great many of the dealers, Independent Reps and suppliers you want to attract to your showroom. Use officeinsight to build excitement for your new products! (PDF file no larger than 2 MB).

Three-ad minimum	Ad Size	Each
	Cover Page (Full Page)	\$4,000
	Page 2 (Full Page)	\$3,150
	Full Page	\$2,300
	1/2 Page	\$1,400
	1/3 page	\$900

Dates for NEOCON Ads are:
May 28, June 4, June 8, June 18, June 25

To place an order

By email
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

Dates to run

How will you pay?: Company check Visa Mastercard Amex

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