

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 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, or research.

officeinsight is distributed as a pdf for download to subscribers via an emailed link. Subsequently, content is also available to subscribers at www.officeinsight.com. Over the 29 plus years we've been in business, officeinsight has evolved from a three-page faxed newsletter to an industry thought leader with more than 36,000 loyal readers per week.

Demographics

officeinsight has a robust and stable audience. In 2018 we averaged more than 36,500 *downloads* of our pdf 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 it. Note however, that 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 36,000 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).

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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 four focal periods that have generally produced higher readership: **NeoCon**, **ILFI Living Future 2019**, **Hospitality Design** 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 2019 (see page 6 for the full schedule of editorial focus around other events)*

May 27
June 3
June 7
June 17
June 24

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 | 6 7/8 x 8 1/2

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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 get our customers to see the excitement of everything that we do. It has been a great initiative for us, and we're still going to give us that opportunity to look at our products differently, to get more points of view and to get feedback across a pretty wide spectrum of team members.

MM: Our customers will also see, "I'd like to see how the product is doing, is an opportunity for a different take of a lounge piece." We're getting additional feedback on our products, so it's been a great experience in regard to showcasing those products and getting feedback from our customers.

MM: Do you have a heightened sense of what your customers go through, and what their thought processes are, when they're considering a new desk at work? **RM:** Absolutely. One of the things we learned as an office furniture manufacturer is that the office furniture is one piece of what they're going through. That says not something, we didn't know, but I think we learned about it to a heightened degree.

MM: How do you see the future of the office space? **RM:** We're excited about our employees' reaction to the space and how they've embraced the innovation. Our employees feel like this is their space, the entire workplace is their space. They're able to take more control, and we encourage them to do so. In general, our employees seem happy, happy to see one another, and happy to come to work and interact and learn into each other in the morning, so it's a good feeling.

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

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companies

THINK BIG
NeoCon

June 11-13, 2019
The Merchandise Mart
Chicago
NeoCon.com

Pre-Register by June 28th & Save
Onsite Registration is Free

Identify with the industry - we're aware of industry trends and shifts, but a lot of the people that work for us are just working. They could be in any industry, and they have a lot of the same problems. But everybody has.

MM: Absolutely. Eric Schmitt (CEO) The change management experts that Garner helped us understand helped us go down and beyond that in terms of getting buy-in from the employees in the very beginning from that initial survey on what they would like to see happen in their workplace.

MM: Change management was a key element in the process itself. As Eric mentioned, we utilized the help of a change leader for every major change area within our company. As a core team, we met with them on a consistent basis, and they were really the voice of their respective work groups. We wanted people to feel very comfortable in regards to discussing any concerns that they had on the opportunity change. The reason that they had to be the eyes and ears of the majority of our employees and bring any concerns that they had to us as a core team members, so that we were very engaged in how our employees were feeling.

MM: How do you see the future of the office space? **RM:** We're excited about our employees' reaction to the space and how they've embraced the innovation. Our employees feel like this is their space, the entire workplace is their space. They're able to take more control, and we encourage them to do so. In general, our employees seem happy, happy to see one another, and happy to come to work and interact and learn into each other in the morning, so it's a good feeling.

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1/3 Page Vertical | 2 1/4 x 8 1/2

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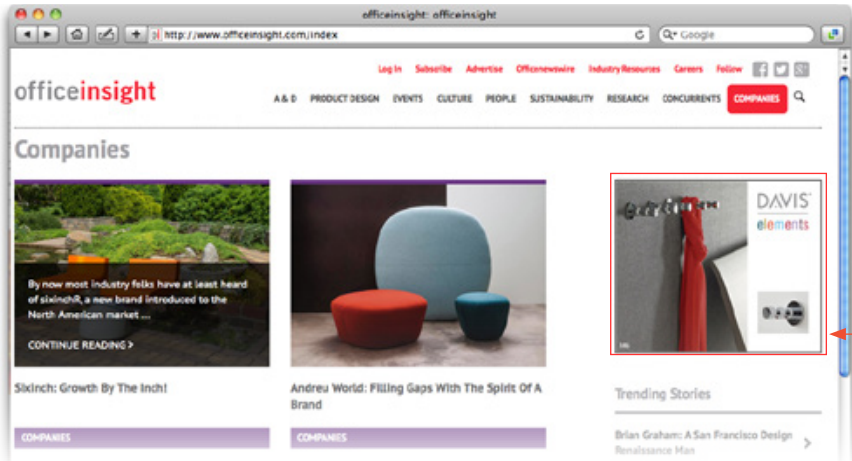
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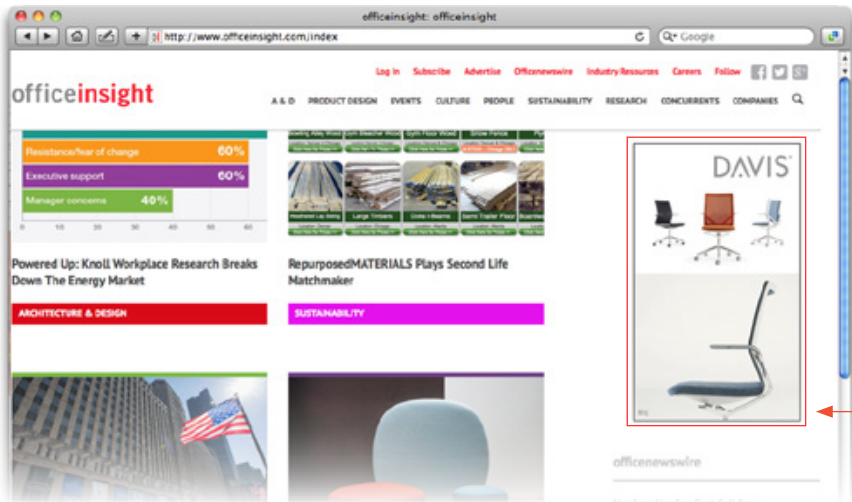
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1/3 Page Horizontal | 6 7/8 x 2 3/4

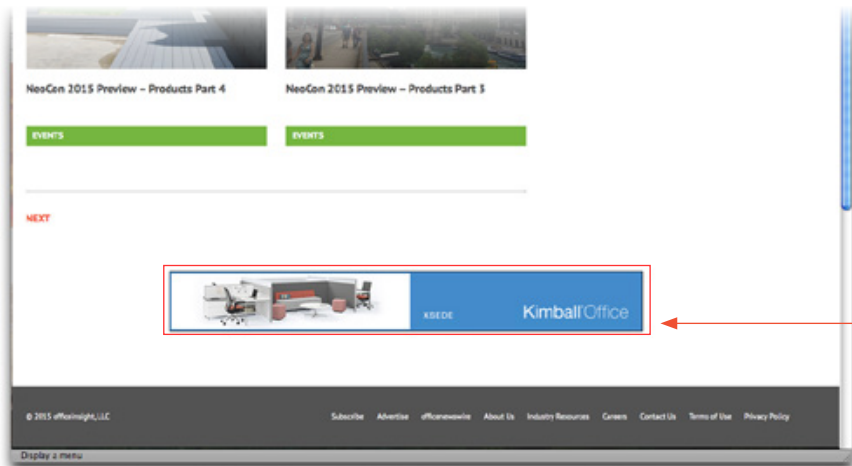
web-based advertising



Medium Rectangle | 300 x 250



Vertical Rectangle | 240 x 400



Leaderboard | 728 x 90

ILFI Living Future 2019, Seattle, April 30-May 3

Feature issue:
May 6

Hospitality Design Expo, Las Vegas, May 15-17

Feature issue:
May 20

NEOCON, Chicago, June 10-12

NeoCon “Window” issues:
May 27
June 3
June 7
June 17
June 24

Greenbuild, Atlanta, November 20-22

Feature issue:
November 25

AWARDS COVERAGE

AIA Awards (January 18)
Pritzker Prize (March 25)
Best of NeoCon (June 17)
Center for Active Design Excellence (August)

MONTH LONG 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

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Leaderboard	\$1,000
Medium Rectangle	\$1,600
Vertical Rectangle	\$1,350

To place an order

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City _____ State _____ Zip _____

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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 35,000 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

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 Fill in the blue fields,
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Company

Name

Title

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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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