

# interior designer

BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS



ARMOURCOAT®  
SURFACE FINISHES

Armourcoat® Clime®, naturally  
sustainable clay lime plaster

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## MEDIA PACK 2022



# interior designer

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**Interior Designer** is Britain's oldest magazine for professional interior designers and is firmly established as the premier source of inspiration for the interiors community. Published bi-monthly for professional interior designers, Interior Designer presents the best projects, products and people that directly influence and shape the industry. Each issue the magazine features top designer profiles of some of the industries most highly regarded professionals, a stunning gallery of projects and pages of news that take a look inside the latest goings on in the industry, including all the top events throughout the year. ID contributors are the A-list of the design community, including BIID members and influential industry gurus who are all at the top of their game. Interior Designer produces and delivers a high-end magazine of uncompromising quality to a wide audience of design professionals.



Explore the interiors world through pages of pioneering design concepts, brought to life by the **best** designers in the industry.



Interior Designer promotes trend-led design **innovations** to its intuitive readers



## Target Readership Profile

**Interior Designer** is read extensively by the design community and continues to attract new readers year on year. Professionals in the design sector are able to tap into the great ideas coming out of the industry and apply them to their own design agendas, and continue to refer to Interior Designer and the Interior Design Yearbook as a source of inspiration to help in making informed purchasing decisions.

Our professional readership includes interior designers, architects and product designers, as well as those working in the hospitality sector, on private residences and commercial projects such as public buildings, galleries and offices. Furthermore, readers can access the ID app via Apple or Android.

The Interior Design Yearbook is available in two editions, providing a valuable source of information for the year for professionals and consumers. The consumer edition of the yearbook is available through WHSmith stores and is published in January. Within the consumer yearbook we reach an audience that aspires to work in the industry, as well as those looking to appoint a professional designer in their upcoming projects.





# Who's reading Interior Designer?

- Professional interior designers
- Architects
- Interior design educators
- Members of the BIID (British Institute of Interior Design)
- Head offices of major hotel, spa and restaurant chains in the UK
- Contract specialists
- Student designers (undergraduate and postgraduate)
- Product designers and manufacturers

## Reader testimonials

"A benchmark for the industry, Interior Designer is a valued resource thanks to its news on the latest launches and trends and we're delighted to regularly feature in its pages!"

**Natalia Miyar, Natalia Miyar**

"The strength of Interior Designer is evident in the quality of its contributors and editorial focus. We run a busy practice but always make time to look at where Interior Designer sees the industry heading. It's an important resource for our practice and we are always pleased to be asked to contribute our opinion."

**Staffan Tollgard, Creative Director, Staffan Tollgard Design Group**

"It is a great publication for keeping up with the latest developments in the industry, reading about our peers and being informed about new products. The publication also has exceptional reach within the industry and has been a very valuable vehicle for gaining exposure and introducing our brand to a wider audience."

**Mark Bithrey, Design Director, B3 Designers**



# Beautiful interiors featured inside

## Editorial features



### Designer Profile/Interview

Each issue we profile a designer whose work is renowned and synonymous with outstanding design. We discover details of their design past, present and future plans.

### Ask The Designer

A panel of four designers are in the spotlight answering a topical industry question.

### Showroom Showcase

Our editor travels around the hottest showroom spots, meeting with designers and discovering new and established showroom spaces, providing readers with a must-see list of hotspots in a variety of locations.

### My Icon

Designers offer their thoughts on the designers who inspired their own careers.

### News

News pages feature a round up of the latest developments in the interiors world, including appointments and new project contracts. Diary dates of upcoming events also feature.

### Project In Detail

Project In detail includes a plethora of distinct design projects completed by some of the industry's best designers. Flick through the pages to discover who has designed the five star hotels lining London's streets or private residencies tucked away in the countryside.

### Shortlist and Design Edit

The Shortlist is a cherry-picked selection of products straight from the editor's desk, highlighting some of the most beautifully crafted products in the industry. The Design Edit takes a look at one company every issue and the products in its portfolio.





# Collaboration with designers is the key to **creative** success

**Interiors Designer** prides itself on its excellent relationships with interior design professionals, working collaboratively with designers from a variety of disciplines within the industry.

## Contributors



Sara Cosgrove



Ed Ng



Katharine Pooley



Maurizio Pellizzoni



Natalia Miyar



Staffan Tollgard



Brigette Romanek



Jo Littlefair



Laura Hammett



Nicky Dobree



Ros Wilson



Sophie Paterson



Thomas Griem



Martin Brudnizki



Simon Rawlings



Alexandria Dauley



David Rockwell



Kelly Hoppen



Rose Murray



Christopher Jenner



### DECEMBER – JANUARY

- Bathrooms
- Lighting
- Bar & Restaurant Design

### FEBRUARY – MARCH

- Heating
- Paint, Paper & Wallcoverings
- Office Design & Co-Working Hubs

### APRIL – MAY

- Furnishings, Fabrics & Textiles
- Kitchens
- Hospitality Design

### JUNE – JULY

- Furniture
- Flooring
- Interior Architecture

### AUGUST – SEPTEMBER

- Garden Design & Outdoor Furniture
- Surfaces
- Private Residential Design

### OCTOBER – NOVEMBER

- Architectural Ironmongery
- Home Automation & Tech
- Retail Design

## Features List

The spotlight features cover a variety of products, projects and design disciplines. Within each issue we aim to highlight some of the best designs in the industry and showcase how they are being applied successfully within designers' projects. The issues are broken down into specialised features, which are complimented by our regular spots including industry news, product innovations and all the highlights from the shows in the design calendar. There is also an editor's choice selection, which is curated per issue, giving new talent the chance to showcase their work.





## Events & Media Coverage

The interior design events calendar is always bursting with activity and Interior Designer works with many of the shows throughout the year, attending events and increasing our industry presence in the media galleries.

Maison et Objet, Paris

Decorative Antiques & Textiles Fair, London

Spatex, Coventry

Surface Design Show, London

London Design Week, Design Centre Chelsea Harbour

Salone Internazionale Del Mobile, Milan

Clerkenwell Design Week, London

Design Miami, Switzerland + Miami

New Designers, London

LAPADA, Art & Antiques Fair, London

London Design Festival

Decorex International, Olympia

Design London , Magazine, London

The Independent Hotel Sgow, Olympia

Frieze, London

Hix, The Design Centre, Islington

# Multiple **platforms** enable our readers to engage with the magazine and its contents, anytime, anywhere

## In print, online and by app!

Readers of the magazine are able to access the publication through a variety of platforms. The bi-monthly publication is available on subscription for professional designers and is available to pick up at many of the UK design shows throughout the year. The magazine is also available to download as a digital publication through the app store, can be read online via our website [interiordesignermagazine.co.uk](http://interiordesignermagazine.co.uk) and followed on Twitter - @IDmagazineUK and Instagram - @interiordesignermagazine

**PRINT COPIES DISTRIBUTED**  
Over 5,000

**APP INSTALLS**  
Over 34,400 people have downloaded the app to their device

**TWITTER FOLLOWERS**  
Nearly 10,000

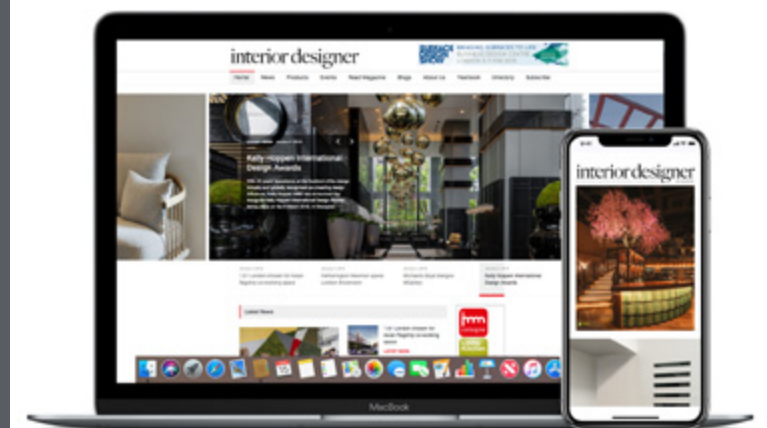
**INSTAGRAM FOLLOWERS**  
Over 4,000

**HITS PER MONTH**  
Over 3,000

**PAGE VIEWS PER MONTH**  
Over 2,500

**UNIQUE VISITORS PER MONTH**  
Over 750

**TOTAL REACH**  
Over 54,000 per month



## Online, on Digital Edition, App and via **Social Media**

[interiordesignermagazine.co.uk](http://interiordesignermagazine.co.uk) is our daily source of news and information, containing some of our feature highlights and projects from around the globe. The magazine is available to view via our 'read magazine' tab, with live links taking readers directly to the source of information they need. Interior Designer is available to download via our App from the app store. By searching for 'Interior Designer Magazine' and downloading the app, our readers are able to access news 24 hours a day. The new editions are uploaded every other month so you can keep up-to-date with all the industry happenings while on the go. Twitter and Instagram provide an interactive connection with our readers and followers. This enables us to extend our global reach and create a positive and thought-provoking dialogue with our digital readers.





## Who's advertising in Interior Designer?

- Furniture brands and makers
- Upholsterers
- Flooring specialists
- Architectural ironmongery specialists
- Lighting designers
- Bathroom designers and fitters
- Surface designers
- Decorative accessory suppliers

## Advertiser Testimonials

"We have worked closely with Interior Designer for a few years now and what we have always loved about the magazine is how it aligns perfectly with where we look to position our own brand in the market. The look and feel of the magazine exudes quality in a subtle way, just the way we like it."  
**Richard McGrail, Commercial Director, Armac Martin.**

"The team at Interior Designer are a delight to deal with - organised and insightful with a deep understanding of the industry they are open to ideas and angles that are relevant to our discerning clients."  
**Frederick Fischer, managing director, Lalique UK.**

"As a decorative wiring accessories manufacturer, Interior Designer is an effective media outlet for reaching and raising awareness of our solutions amongst designers who value quality, from overall design concept through to finishing touches. The team is helpful and supportive, and we value our growing relationship with the title and its audience."  
**Gavin Williams, Head of Marketing, Hamilton Litestat.**



## Magazine Advertising

Display	1	3	6
Front Cover	£3120	----	----
IFC	£2970	£2675	£2375
IBC	£2430	£2190	£1945
OBC	£3120	£2810	£2495
DPS	£3120	£2810	£2495
Full page colour	£1795	£1615	£1435
2/3 page colour	£1065	£955	£855
1/3 page colour	£635	£570	£510

### Product placement (colour separation charge)

1/3 page placement (150-180 words)	£220
2/3 page placement (up to 300 words)	£440
Full page placement (up to 500 words)	£880
Double page placement (up to 1000 words)	£1650

Buyers Guide	1	3	6
Single panel	£115	£110	£90
Double panel	£205	£185	£155
Triple panel	£270	£245	£210
Quad panel	£325	£290	£250

## Online Advertising

Digital	per month
Premium Banner	£540
Product Profile	£520
Skyscraper Position	£500
HTML Eshot	£1950

### Series booking discount

The prices shown for the three and six series bookings all incur a discount on reflection of the block booking. For a series booking of three there is a 10 per cent discount and for a series booking of six it is 20 per cent.

### Cancellation policy

Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space. A minimum of 28 days written notice, prior to the published copy

deadline, must be given to cancel any advertisement. A series booking which attracted a series discount must run for a minimum of 50 per cent of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.

### Terms of business

All orders are strictly subject to Media One Communications Limited terms and conditions. A copy is available on request. Copyright 2022 all rights reserved.



# TECHNICAL INFORMATION

Media One is a Mac-based company and is compatible with Adobe InDesign, Photoshop and Illustrator. We can also accept the following file types: PDF, JPEG, TIFF, EPS, PNG

## Supplying Artwork

- Copy should be sent via email (up to 10mb), FTP or through a file sharing service such as WeTransfer or Dropbox
- Images for print need to be supplied at 300dpi in JPEG, PNG, EPS or TIFF format
- Any Illustrator files will need to be supplied with fonts converted to outlines
- Fonts will need to be embedded or converted to outlines before supplying us with your artwork
- PDF artwork needs to be to a print standard
- We can not accept artwork produced in Word.

## Artwork to be created by us

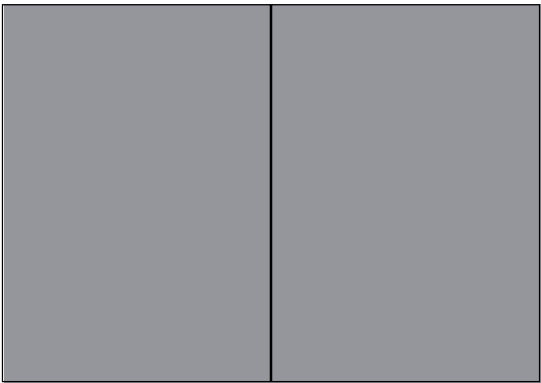
- All text will need to be supplied and checked by you as an email, Word document or .txt file
- Images for print need to be supplied at 300dpi in JPEG, PNG, EPS or TIFF format.  
(We can not accept images from the web as these generally don't reproduce very well in print.)



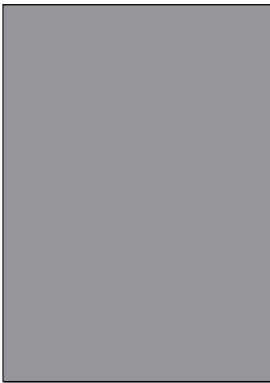
Advertising			
Width x Height (mm)			
	Trim	Bleed	Type
DPS	420x290	426x296	400x270
Full page	210x290	216x296	180x270
1/2 page (Portrait)	95x260	n/a	n/a
1/2 page (Landscape)	182x125	n/a	n/a
2/3 page (Landscape)	182x170	n/a	n/a
1/3 page (Landscape)	182x82	n/a	n/a
Buyers' Guide			
	Trim	Bleed	Type
Single Panel	57x43	n/a	n/a
Double Panel (Portrait)	57x96	n/a	n/a
Double Panel (Landscape)	126.5x43	n/a	n/a
Triple Panel ( Portrait)	57x148.5	n/a	n/a
Triple Panel (Landscape)	195x43	n/a	n/a
Quad Panel ( Portrait)	57x201	n/a	n/a
Quad Panel (Landscape)	126.5x96	n/a	n/a

# MECHANICAL INFORMATION

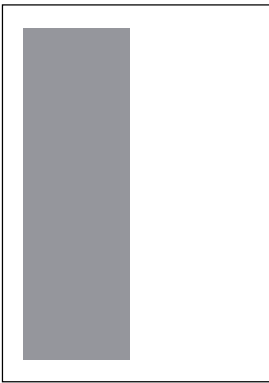
## Advertising Data



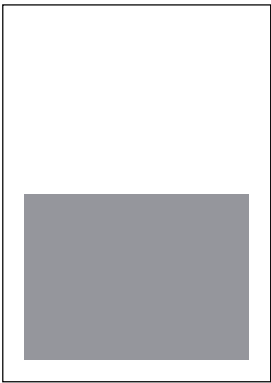
**Double Page Spread**  
Trim: 420mm(w) x 290mm(h)  
Bleed: 426mm(w) x 296mm(h)  
Type: 400mm(w) x 270mm(h)



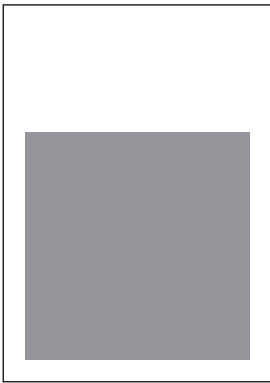
**Full Page**  
Trim: 210mm(w) x 290mm(h)  
Bleed: 216mm(w) x 296mm(h)  
Type: 180mm(w) x 270mm(h)



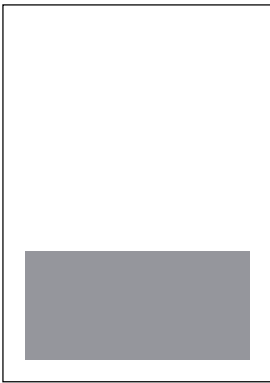
**1/2 Page (Portrait)**  
95mm(w) x 260mm(h)



**1/2 Page (landscape)**  
182mm(w) x 125mm(h)

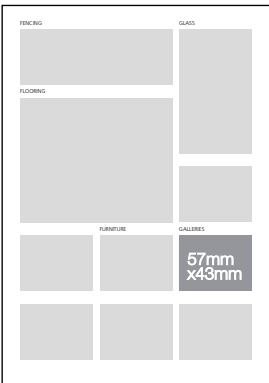


**2/3 Page**  
182mm(w) x 170mm(h)



**1/3 Page**  
182mm(w) x 82mm(h)

## Buyers' Guide Data



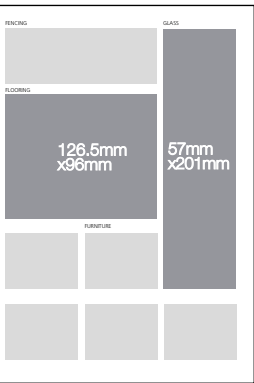
**Single Panel**  
57mm wide  
x 43mm high



**Double Panel**  
57mm wide  
x 96mm high  
or  
126.5mm wide  
x 43mm high



**Triple Panel**  
57mm wide  
x 148.5mm high  
or  
195mm wide  
x 43mm high



**Quad Panel**  
57mm wide  
x 201mm high  
or  
126.5mm wide  
x 96mm high



# Contacts



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