

63% SAVED THEIR PERSPECTIVE FOR FUTURE REFERENCE. 38% CLIPPED OR COPIED AN ARTICLE. 29% FILED AN AD FOR FUTURE REFERENCE. 25% DISCUSSED AN AD WITH A COLLEAGUE. 21% PASSED AN AD ON TO OTHERS. 18% CONTACTED AN ADVERTISER. 17% RECOMMENDED A PRODUCT/SERVICE ADVERTISED. 81% OF READERS SAY THEY LEARN FROM ADS.

perspective

Mission

Perspective is a thought-leadership journal published two times a year for the Members of the International Interior Design Association (IIDA). Its thought-provoking articles highlight the power of design to influence behavior and inspire positive action around the world. *Perspective* encourages its readers to think beyond the “here and now” and instead contemplate and plan for the future of Interior Design today. *Perspective* is unique because it is the first interior design publication editorially focused on the professional practice of interior designers, the business of design firms, and the future of professional development and continuing education of interior designers, rather than simply products and project portfolios.

Awards

Perspective is an award-winning journal that consistently receives coveted honors from an array of respected associations year after year. *Perspective's* distinguished awards include:



EXCEL AWARDS (FORMERLY SNAP)

Gold Award

Design Excellence
2010

Gold Award

Single Topic Issue,
Summer 2007



OZZIE AWARDS

Silver Award

Best Overall Design, Association/Non-Profit,
Spring 2008

About IIDA

IIDA is a professional networking and educational association of more than 13,000 members in 10 specialty Forums in 31 Chapters around the world committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge.

ADVERTISING:

John Rouse, Publisher
Nielsen Business Media
T: (773) 880-9955
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PERSPECTIVE READERS SPECIFY MORE THAN \$4 BILLION IN PRODUCTS AND SERVICES EACH YEAR.

Perspective Readership

Design clients look to our readers for design solutions, and our readers look to you: **82%** of readers say their clients learn about new products from them. **81%** say they learn about new products from magazine ads.

Types of Products and Services Specified:

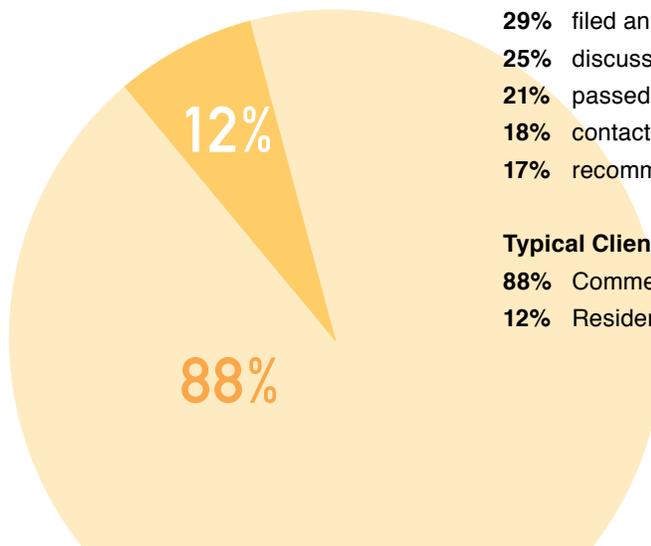
- 76%** Paints/interior finishes
- 75%** Carpet
- 75%** Floor covering
- 74%** Fabric
- 68%** Tile/granite/stone
- 67%** Laminates
- 62%** Wall coverings
- 62%** Contract/commercial case goods
- 60%** Lighting/commercial
- 59%** Hardware/fixtures/accessories
- 59%** Contract systems furniture/panels
- 35%** Kitchen/bath
- 33%** Decorative accessories
- 26%** Arts/craft
- 25%** Lighting/residential
- 25%** Outdoor/casual furnishings
- 21%** Residential furniture

Perspective Readers Take Action!

- 63%** saved *Perspective* for future reference.
- 38%** clipped or copied an article.
- 29%** filed an ad for future reference.
- 25%** discussed an ad with a colleague.
- 21%** passed an ad on to others.
- 18%** contacted an advertiser.
- 17%** recommended a product or service advertised.

Typical Clients Of *Perspective* Readers:

- 88%** Commercial
- 12%** Residential



2012 CALENDAR

Spring/Summer: Power of Design

Our Spring/Summer 2012 issue is a celebration and exploration of the power of Interior Designers to make an impact on the industry and society at large.

Human Factors

We'll explore the increasing awareness of the power of design to support the comfort, health, and well-being of occupants in interior spaces from healthcare patients and workers to a multi-generational workforce.

Problem Solvers

Designers bring a unique and valuable skill set to client issues. This article examines some concrete strategies and results, including scenario planning and design thinking strategies.

The Power of One

Individuals can change our industry. We look at how six Legends impacted the practice and include a roundtable of three up-and-coming designers and where they want to take the industry.

The Power of Reuse

Sustainability has driven the cause of reuse, but the trend has grown up to provide practical, aesthetic solutions for quality design.

Measuring Impact

A variety of factors are driving an increased incorporation of pre- and post-occupancy studies into Interior Design projects to more objectively measure their impact. *Perspective* explores some best practices and how designers are getting clients on board.

MythBusters

A design digital divide is bifurcating designers—mostly generationally—into those tapped into technology and those practicing the “old way.” We explore both as “knowledge gaps” and how some designers and firms are bridging the two camps.

Ahead of the Curve

We deconstruct an IIDA Design Award winning project using annotated photographs to explain its design strategy.

Fall/Winter: State of the Industry

The Fall/Winter 2012 issue of *Perspective* provides an annual wrap up featuring content about influential people, ideas, and projects while also touching on issues to watch for in 2013. Topics include education design from K-12 to higher education, the evolving workplace design including generational issues, entrepreneurialism and designers expanding the definition of the practice, designing with a local focus, and how design education programs are evolving to meet new market demands.

Stories subject to change without notice.

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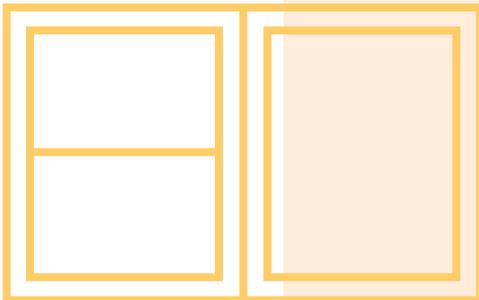
PERSPECTIVE ENCOURAGES ITS READERS TO THINK BEYOND THE “HERE AND NOW” AND INSTEAD CONTEMPLATE AND PLAN FOR THE FUTURE OF INTERIOR DESIGN TODAY.

2012 Rates

	Member Rates		Non-Member Rates	
	1x	2x	1x	2x
FOUR-COLOR				
Spreads	\$9,600	\$8,800	\$10,200	\$9,800
Full Page	\$4,800	\$4,400	\$5,400	\$5,000
1/2 Page	\$3,200	\$2,800	\$3,600	\$3,200
Covers	\$8,000	\$6,900	\$9,500	\$9,000
BLACK & WHITE				
Spreads	\$7,000	\$6,500	\$7,400	\$7,000
Full Page	\$3,500	\$3,200	\$3,700	\$3,500
1/2 Page	\$2,400	\$2,100	\$2,800	\$2,500

DEADLINES	Spring/Summer 2012	Fall/Winter 2012
Ad Close	April 9	October 1
Materials Due	April 15	October 7

Ad Dimensions



Ad Size	Width x Height
Full-page, non-bleed	7.875" x 10.375"
Full-page bleed	8.625" x 11.125"
Full 2-page spread, gutter bleed	16.25" x 10.375"
Full 2-page spread, full bleed	17.25" x 11.125"
1/2 page horizontal	6.375" x 4.375"
1/2 page vertical	3.25" x 8.75"

*Magazine Trim Size 8.375" X 10.875"

Industry In Depth CEU Sponsorship

Perspective offers advertisers an opportunity to engage readers while they maintain their professional credentials with a three- to five-page sponsored CEU. The sponsor's content will be laid out as an advertorial with logos clearly spotlighted. In addition, a CEU questionnaire is added to the section by the IIDA Education Department to direct traffic to the sponsored CEU contribution. Upon publication in *Perspective*, the sponsored CEU is also added to the IIDA Web site in the online CEU options page. Sponsors also receive a full-page, 4/C ad that will appear in a different section of the issue at no additional charge.

Specifications for Your Supplied CEU Content:

- Submit 750 to 1,200 words (600 words at a minimum)
- Copy should be written in an editorial tone
- Please substantiate factual statements with references
- Forward images you wish to have considered for inclusion in your article as jpeg or tiff format in digital high resolution, 300 dpi or more
- Save on a CD or DVD
- Limited to three images per advertorial

IIDA retains sole right of editorial approval over your final submission to ensure all submissions conform to *Perspective's* grammar and editorial tone standards. You will receive a copy of the final, IIDA-edited article prior to publication.

As we are concerned about the integrity of graphics and preserving the design standards of the publication, we cannot guarantee photos, slides or diagrams will be incorporated. The entire editorial staff at *Perspective* will do its best to produce your article in the manner submitted. However, we do retain the right to final editorial approval over all written and graphic materials.

Content Submission Deadlines + Sponsorship Fees

Spring/Summer 2012: On or Before April 9

Fall/Winter 2012: On or Before October 1

Contacts

East + Northeast: Vito Salvatore

T: (646) 654-4576

E: vito.salvatore@nielsen.com

Midwest: Marie Kowalchuk

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West: Larry Shore

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81%
SAY THEY
LEARN
ABOUT NEW
PRODUCTS
FROM
MAGAZINE
ADS.

Advertising Information

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred **PDF/X-1a:2001 format**. To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity – all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.

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- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Submit PDF/X-1a:2001 materials through our ad portal at www.nielsenadservices.com.

- Enter user name: **NBM_CON**
- Enter password: **NBMuser01** (case sensitive)
- Complete the job ticket and attach your PDF/X1-a:2001 file(s) and hit the Send button.
- Please allow for file(s) to complete processing.
- Provide a SWOP proof along with the insertion order and ship to production contact.
- File naming: Publication abbreviation, issue date and ad name.
- Example: **IIDA_Jun10_ABCJewelry.pdf**
- Do not exceed 50 characters in the naming convention.
- When sending a revised file, include **_REV** at the end of the file name and contact the production manager to alert of the revised submission. Example: **IIDA_Jun10_ABCJewelry_REV.pdf**

Files may also be provided via CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs.

E-mailed ad submissions are NOT acceptable.

More information

Contact Grace Casey at 646-654-7293 grace.casey@nielsen.com for more information regarding these specifications or shipping address.

MATERIALS SUBMISSION

Ad portal: www.nielsenadservices.com

Username: **NBM_CON**

Password: **NBMuser01**

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