



# perspæctive

2009 MEDIA KIT

I | I | D | A  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION

## Mission

*Perspective* is a thought-leadership journal published three 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. In 2008, *Perspective* received two distinguished awards:



### **SNAP EXCEL AWARDS**

#### **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 29 Chapters around the world committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge.

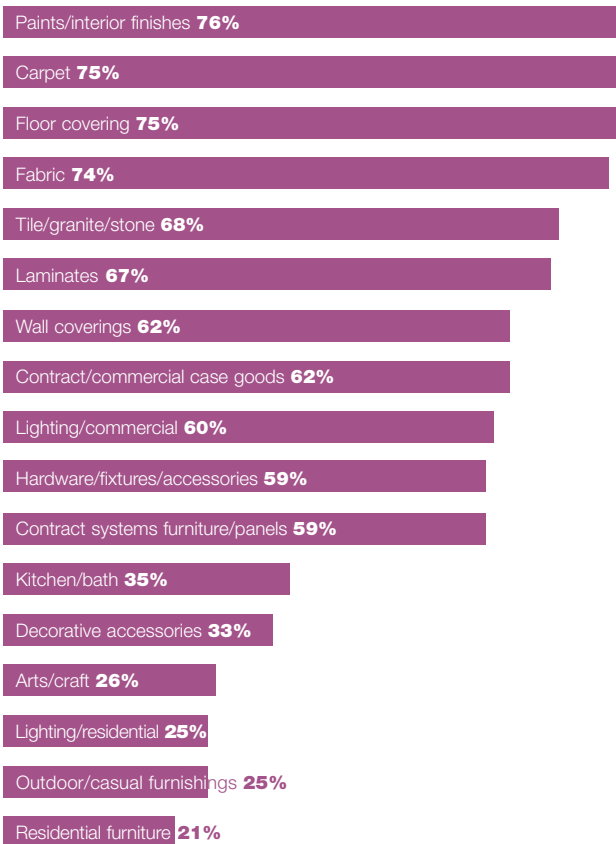
## Perspective Readership

Perspective readers specify more than **\$4 BILLION** in products and services each year.

### 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.

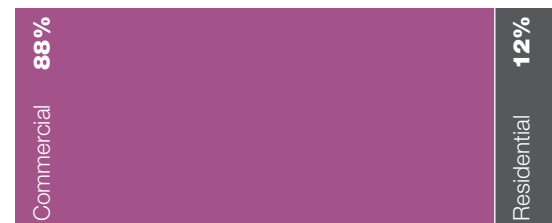
### TYPES OF PRODUCTS AND SERVICES SPECIFIED:



### 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:



Source: *Perspective* Readership Survey

## {2009} Calendar

### **POWER OF DESIGN** JUNE 2009

#### **The Power to Thrive.**

Putting designers' roles into perspective in the current economy.

### **WORKFORCE EVOLUTION** OCTOBER 2009

#### **Manage Your Brand.**

Market yourself by creating a personal brand.

### **STATE OF THE INDUSTRY** JANUARY 2010

#### **People.**

Profiles of several up-and-coming interior designers in each design segment.

#### **The Power to Innovate.**

How designers respond to organizations placing great emphasis on innovation, even on smaller budgets.

#### **Stand Out.**

Using social networking tools to set yourself apart from the pack.

#### **Places.**

A look at the hotspots around the globe with the most significant job and project growth for designers.

#### **The Power to Protect.**

The focus on public health and safety in Interior Design.

#### **Get Your Foot in the Door.**

Career opportunities and ideas for recent graduates.

#### **Projects.**

Dissecting some influential projects (based on size and profile) in 2009, with a focus on the trends and technology represented.

#### **The Power to Harmonize.**

Choosing firms with which to partner and managing those relationships.

#### **Staying in Touch.**

How designers can stay current and gain knowledge and experience while searching for full-time work.

#### **What's the Next Big Thing?**

Soundboard of interior designers and design professionals.

#### **What Design Means to Me.**

Soundboard of interior designers, end-users and others.

#### **By the Numbers.**

Interior Design workforce-related statistics.


#### **Design in Action.**

Project profiles representing different design segments (i.e., commercial, healthcare, retail, hospitality and government).

#### **Where Is the Workforce Headed?**

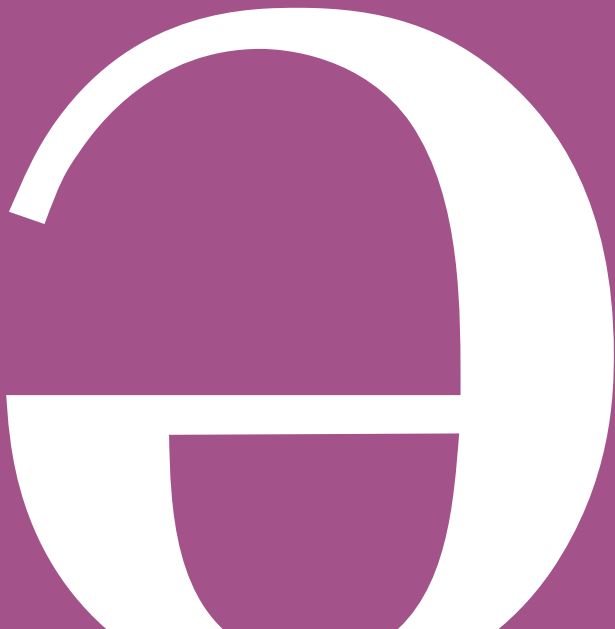
Soundboard of interior designers and design professionals.

\*Stories subject to change without notice



## {2009} Rates

FOUR-COLOR	MEMBER RATES			NON-MEMBER RATES		
	1x	2x	3x	1x	2x	3x
Spreads	\$8,795	\$8,360	\$7,450	\$9,330	\$8,850	\$7,920
Full Page	\$4,400	\$4,180	\$3,740	\$4,660	\$4,405	\$3,960
2/3 Vertical	\$3,300	\$3,140	\$2,815	\$3,500	\$3,325	\$2,970
1/2 Page	\$2,855	\$2,720	\$2,460	\$3,035	\$2,880	\$2,585
1/3 Vertical	\$1,975	\$1,880	\$1,675	\$3,145	\$1,985	\$1,780
<b>BLACK &amp; WHITE</b>						
Spreads	\$6,370	\$6,055	\$5,410	\$6,740	\$6,400	\$5,735
Full Page	\$3,190	\$3,025	\$2,710	\$3,355	\$3,210	\$2,870
1/2 Page	\$2,075	\$1,975	\$1,765	\$2,195	\$2,085	\$1,870
	<b>POWER OF DESIGN</b>	<b>WORKFORCE EVOLUTION</b>	<b>STATE OF THE INDUSTRY</b>			
Ad Close	May 6	Aug. 27	Nov. 23			
Materials Due	May 13	Sept. 3	Dec. 3			



**ADVERTISING:**

Jeanne Heller Fisher  
 International Interior Design Association  
 222 Merchandise Mart, Suite 567  
 Chicago, Illinois 60654  
 Phone: 888.799.IIDA or 312.467.1950  
 Email: advertise@iida.org

## Industry In Depth CEU Sponsorship

*Perspective* offers advertisers an opportunity to engage readers while they maintain their professional credentials with a four- to eight-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.

### THE FOLLOWING OUTLINES THE SPECIFICATIONS FOR YOUR SUPPLIED CEU CONTENT:

- Submit 1,500 to 2,000 words (750 words at a minimum)
- Copy should be written in an editorial tone
- Please substantiate factual statements with references
- Forward photos or diagrams you wish to have considered for inclusion in your article in one of the following formats:
  - Digital high resolution, 300 dpi or more
  - Save on a CD or Zip disk
  - Save as jpeg or tiff
  - Limited to three images per advertorial

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

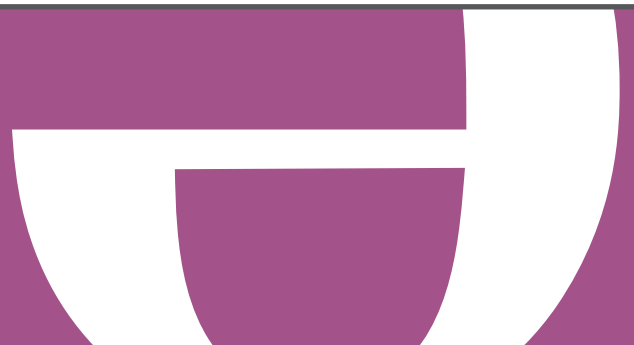
As we are concerned about the integrity of graphics and preserving the design standards of the publication, we cannot guarantee photos, slides or diagrams will be incorporated. The entire editorial staff at *Perspective* will do its best to produce your article in the manner submitted. However, we do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

### CONTENT SUBMISSION DEADLINES & SPONSORSHIP FEES

- June 2009 Power of Design Issue: On or Before May 6
- October 2009 Workforce Evolution Issue: On or Before Aug. 27
- January 2010 State of the Industry Issue: On or Before Nov. 23
- Sponsorship Fee Per Issue: \$5,000 (net)

#### ADVERTISING:

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International Interior Design Association  
222 Merchandise Mart, Suite 567  
Chicago, Illinois 60654  
Phone: 888.799.IIDA or 312.467.1950  
Email: [advertise@iida.org](mailto:advertise@iida.org)



## Advertising Information

### AD DIMENSIONS

MAGAZINE TRIM SIZE 8.375" x 10.875"

SIZE	WIDTH X HEIGHT	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"
2/3 page vertical	4.25" x 8.75"	1/2 page horizontal	6.375" x 4.375"
1/2 page digest (island)	4.25" x 6.75"	1/3 page vertical	2.125" x 8.75"

### FORMATS

All ads must be submitted via the ad portal with a proof.

Files may be created in: [QuarkXPress v6.0](#), [Adobe Illustrator CS2](#), [Adobe Photoshop CS2](#), [Adobe InDesign CS2](#), [PDF/X-1](#).

We do not accept PostScript files, film or ads via e-mail.

A 1/8" image is required on bleed materials. Live matter must be 1/4" from final trim. The maximum line screen is 150 lpi. All b&w and color images should be scanned at a resolution of no less than 300 dpi @ 100% of output size. Line art must be scanned at a resolution of no less than 1,200 dpi @ 100% of output size. When sending the ad on a disk, include a high-resolution contract press proof. Ads submitted on disk also must include all fonts and image files used in creation of the ad. Please save your images as CMYK eps files in Mac format.

### CONTRACT & COPY REGULATIONS

The publisher reserves the right to reject any advertisements that are not in keeping with the publication's standards. The publisher also may place the word "Advertisement" with copy that, in the publisher's opinion, resembles editorial matter. For additional regulations, see Standard Rate and Data Service Business Publications Contract and Copy Regulations: Items 1, 2, 3, 8, 10, 12, 14, 15, 17, 19, 21, 28, 30, 32, 35 and 36.

### INSERTION ORDERS

Send insertion orders to:

IIDA

ATTN: Jeanne Heller Fisher

Fax: 312.467.0779

E-mail: [advertise@iida.org](mailto:advertise@iida.org)

### MATERIALS SUBMISSION

Ad portal: <http://adupload.imaginepub.com>

Username: Perspective

Password: imagination

Imagination Publishing

Heather Slattery, Production, *Perspective*

Phone: 312.887.1000 X121

Fax: 312.887.1003

E-mail: [hslattery@imaginepub.com](mailto:hslattery@imaginepub.com)