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.
MISSION

Perspective is a thought-leadership journal published twice a year by the International Interior Design Association (IIDA). Unique from other design publications, Perspective focuses primarily on the professional practice of interior designers, the business of design firms, and the development and education of the design community. Perspective features a range of voices from individual practitioners to the world’s largest design institutions, from clients to educators, manufacturers to social influencers. The goal of each issue is to expose readers to a diverse set of methods and approaches to the practice of design, and show how design deliverables and outcomes can be affected by these ideas.

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)
- Silver Award Design Excellence 2011
- Silver Award Excellence 2011
- 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 the Commercial Interior Design association with a global reach that supports design professionals, industry affiliates, educators, students, firms, and their clients through a network of 13,000+ members across 50 countries. IIDA advocates for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day.
THE SCOPE OF DESIGN IS EVER BROADENING. TODAY, PROFESSIONALS ARE WORKING IN A NEAR-CONSTANT STATE OF EVOLUTION, BOTH IN TERMS OF WORK AND PROCESS. BUT AT ITS CORE, WE KNOW WHAT DESIGN IS ABOUT. IT’S ABOUT MAKING THINGS BETTER, MORE ENDURING, AND INSPIRING OURSELVES AND THOSE AROUND US.

Carrie Neill

Carrie Neill, the editor in chief of Perspective, is a writer, editor and design enthusiast. Previously, she was the Director of Communications for Adrian Smith + Gordon Gill Architecture and a Marketing Manager at Skidmore, Owings & Merrill, and has worked on branding, marketing strategy and communications for a number of design and arts organizations.


Goals
To engage with the IIDA membership through dynamic content that speaks to issues that are timely and relevant to interior designers.

To take a nuanced look at both established and emerging practices within the design industry.

To collect, interpret and present information on industry trends and innovations through meaningful interaction with readers and measurable data.

To consider the practice of design within broader social and cultural contexts.

Carrie Neill
Perspective Editor in Chief
INTERIOR DESIGNERS SPECIFY MORE THAN $46 BILLION IN PRODUCTS AND SERVICES

Perspective Readership

Typical clients of our readers are 88% commercial and 12% residential. Of these, 82% learn about new products from our members, and 4 out of 5 members learn about new products from magazine ads.

Our readers take action when they see a product or service ad in Perspective that interests them.

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.

Our members’ areas of practice include:

- 34% Corporate
- 17% Residential
- 14% Healthcare
- 14% Hospitality/Retail
- 6% Facility Planning & Design
- 6% Government/Institutional

Our members specify the following types of products and services:

- 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 features a range of voices, from single practitioners to the world’s largest design institutions, from clients to educators, manufacturers to social influencers.

Calendar 2015

Spring/Summer: Power of Design

Perspective’s Spring/Summer issue is a celebration of the power of design. We look at how design impacts everything around us, in traditional and unexpected ways.

Imaginative and Interactive
A look at recent designs that have embraced the imaginative and interactive: from the Pantone Hotel to Rockwell Group’s Imagination Playgrounds to the renovation of the Cooper-Hewitt Design Museum.

Chasing the Dream
What do designers do when they’re not designing? Does their design work influence their civic or social activities? (And vice-versa?) What about design professionals who are working in other industries, like movie production? When do designers dream? And how do firms give employees the time and space to do so? What kind of projects and innovations can result when the mind is allowed to simply explore? Perspective takes a look at the life of the designer outside design.

The Ascent of the Animation
The design animation industry is now a burgeoning field. Short design films are given budgets in excess of $100,000; award programs now recognize the best design films of the year; and firms like ArX are building Oculus Rift systems to provide augmented reality space experiences. Perspective looks at the myriad of ways firms are producing animations, and the impact these projects have on workflow and design ingenuity.

Gamification
The use of game thinking and mechanics to engage users and solve problems has gained significant momentum in recent years. Perspective takes a look at how the practice is influencing design—everywhere from its integration into education programs to the rise of the “design hackathon” firms are using to accelerate new ideas and ways of working.

Design Book Club

IIDA Industry Roundtable Recap
A recap of the Annual IIDA Industry Roundtable that brings together a select group of IIDA Industry and practitioners to discuss issues facing everyone working in the profession of interior design.

Stories subject to change without notice.
Calendar 2015

FALL/WINTER: STATE OF THE INDUSTRY

The Fall/Winter 2015 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 2016. Topics may include the evolution of education programs, new market trends and how professionals are expanding the practice of design.

REGULAR SERIES

In addition to in-depth feature stories, each issue of Perspective includes a combination of articles in the following series:

What Design Means to Me
Clients, manufacturers, and other “design adjacent” professionals offer unique insights on design and process.

Point/Counterpoint
A chance to explore bifurcated views within our industry. Two professionals give opposing opinions with in-depth insights on a trending issue.

Mythbusters
Industry experts offer a fresh perspective on standard practices.

Design Decoded
Perspective “dives deep,” looking at a project from every angle.

Design Dialogue
Perspective downloads the brain of an industry leader on a hot button topic.

Viewpoints
Perspective gathers feedback from a range of professionals on a topic of interest.

Inspiration
Suggested resources for design inspiration—from apps to websites and more.

Design Buzz
Crosswords featuring “archi-speak,” quizzes to help you discover your inner design personality, a riff on “Who Wore it Best”—a spot for some fun and whimsy at the back of the magazine.
4 OUT OF 5 MEMBERS SAY THEY LEARN ABOUT NEW PRODUCTS FROM MAGAZINE ADS.

2015 Gross Rates

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*1x four-color, full page for an IIDA Chapter is $1,500

Black & White

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Deadlines

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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 2015: On or Before April 18
- Fall/Winter 2015: On or Before November 30
- $8,000 for a 4 page sponsored CEU.
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.
- 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.emeraldexpoadservices.com](http://www.emeraldexpoadservices.com).

- Enter user name: **NBM_CON**
- Enter password: **NBMuser01** (case sensitive)
- Complete the job ticket and attach your PDF/X-1a: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 646-668-3706 grace.casey@emeraldexpo.com for more information regarding these specifications or shipping address.