



perspæctive

2010 MEDIA KIT

I | I | D | A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION

Mission

Perspective is a thought-leadership journal published four 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:



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.

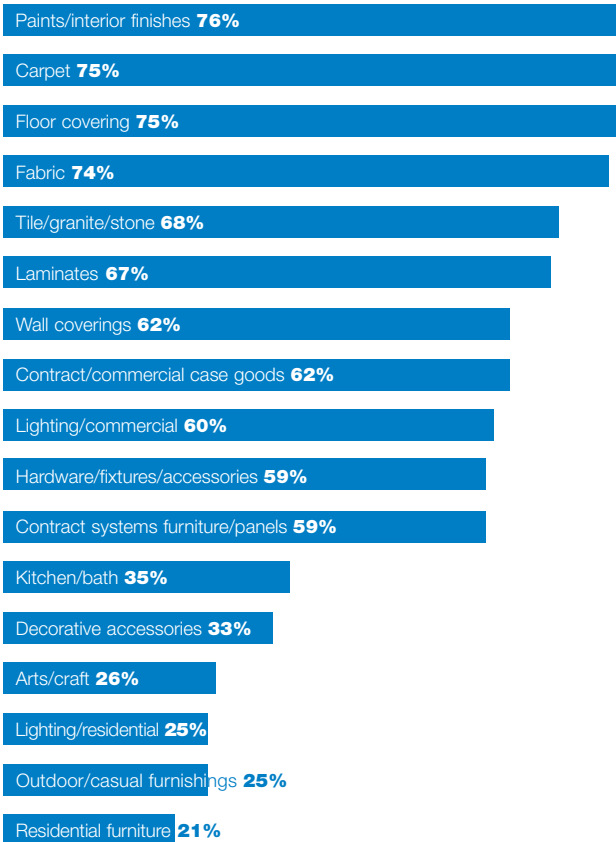
Perspective Readership

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

{2010} Calendar

SPRING 2010

Biomorphic Structures

From buildings to furniture, design inspired by nature is softening the edges of the built environment.

Roundtable on Evidence-Based Design

A roundtable discussion with influential healthcare designers about the latest findings in EBD.

Trend Review

In 2009, Kaleidoscope Design identified six trends in furniture design. What are they? How are they effecting the industry?

Design Management

We examine how interior designers can hone their project management skills and use them to improve client satisfaction.

SUMMER 2010

POWER OF DESIGN ISSUE Designing Women

A focus on influential women in the industry.

Big & Small

A roundup of cutting-edge projects on opposite ends of the size spectrum.

The Essentials

Proposals, contracts and excellent time-management skills are key to working your way up the ladder.

The Evolution of Technology

A look at how changing technology has impacted designers as well as clients and end-users.

The Bottom Line

Nothing is a sure thing. When the bottom drops out of a project, here's how to pick up the pieces.

FALL 2010

Education Integration

At look at programs that blend business, architecture and design.

Student Housing

As students head back to campus, we explore some of the world's most enviable—and sustainable—student housing.

Design Bordering on Art

A look at some of the world's most artistic design projects.

All in the Family

A profile of several family-owned design firms, husband-and-wife teams and other partnerships.

Doing Business Abroad

Opening up shop overseas requires more than learning the language. We examine what else you need to know to be successful.

WINTER 2011

Looking Forward

We ask industry leaders to predict the trends a decade from now and how they will challenge today's designers.

Design Business & Ethics

We examine the key concerns a designer faces in maintaining a successful practice.

Be the Solution

A look at the important role design plays in problem-solving.

After School Special

Career advice for emerging designers.

*Stories subject to change without notice



{2010} 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
BLACK & WHITE						
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
	SPRING 2010	SUMMER 2010	FALL 2010	WINTER 2011		
Ad Close	Jan. 21	April 20	July 21	Oct. 15		
Materials Due	Jan. 28	April 27	July 28	Oct. 22		



ADVERTISING:

Steven M. Fisher
 The Fisher Media Group
 610 Thornmeadow Road
 Riverwoods, Illinois 60015
 Phone: 847.274.6439
 Fax: 847.317.0558
 Email: stevenmfisher@gmail.com

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

- Spring 2010: On or Before Jan. 21
- Summer 2010: On or Before April 20
- Fall 2010: On or Before July 21
- Winter 2011: On or Before Oct. 15

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Email: stevenmfisher@gmail.com



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:

Steven M. Fisher

The Fisher Media Group

610 Thornmeadow Road

Riverwoods, Illinois 60015

Phone: 847.274.6439

Fax: 847.317.0558

Email: stevenmfisher@gmail.com

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