DEAR PERSPECTIVE ADVERTISER:

Perspective is the thought leadership journal of the International Interior Design Association (IIDA), the leading membership association for commercial interior designers. Collectively written and edited by design journalists in collaboration with IIDA, Perspective offers fresh points of view, bleeding-edge case studies of interior design today—including workplace, healthcare, hospitality, education and retail spaces—and thought-provoking deep dives into the issues shaping the industry. Targeted to a dedicated readership of design principals, design directors, and professionals practicing at every level in the industry in firms around the world, the magazine offers readers a unique “perspective” that designers appreciate, share, and archive for future reference and inspiration.

As an Association, IIDA promotes the industry of commercial interior design and supports designers who play an active role in determining how the complexities of the built environment affect society at large. As an extension of IIDA, Perspective reaches beyond your local community of interior designers, engaging an audience of more than 15,000 members across 58 countries—many of whom are practicing at the highest levels in the industry—with a distinctive voice and clear purpose.

Show your support of the industry while reaching influential design professionals with your messaging and products. Based on our surveys of Perspective readership:

- 63% saved their Perspective for future reference.
- 29% filed an ad for future reference.
- 25% discussed an ad with a colleague.
- 81% say they learned from the ads.

We have special advertising opportunities for IIDA Industry Members, including complimentary half page ads for new members.

Cheryl S. Durst, Hon. FIIDA, LEED AP
EXECUTIVE VICE PRESIDENT AND CEO
MISSION
Published three times a year by IIDA, Perspective is unique from other design publications. The thought leadership magazine 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.

ABOUT IIDA
IIDA is the Commercial Interior Design Association with global reach that supports design professionals, industry affiliates, educators, students, firms, and their clients through a network of 15,000+ members across 58 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.

AWARDS
Perspective consistently receives coveted honors from an array of respected associations year after year. Perspective’s distinguished awards include:

- **ASAE GOLD CIRCLE AWARDS**
  Winner, Print Magazine, 2016
  - Silver Award, Design Excellence, 2011
  - Silver Award, Excellence, 2011

- **EXCEL AWARDS**
  - Gold Award, Design Excellence, 2010
  - Gold Award, Single Topic Issue, Summer 2007
  - Gold Award, Magazine Redesign, Fall/Winter 2016

- **OZZIE AWARDS**
  - Silver Award, Best Overall Design, Association/Non-Profit, Spring 2008
  - Winner, Redesign, Association/Non-Profit, Fall/Winter 2016

- **CONTENT MARKETING ASSOCIATION AWARDS**
  Best Print Publication – Design, 2017
The IIDA professional audience is the most coveted in the design industry. Ninety percent of our professional members working in the commercial design industry are employed by the top 200 architecture and design firms.

Perspective readers are commercial interior design leaders working on the cutting edge of design. And they turn to Perspective to keep them informed on what's new and next: 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 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 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

Our members' areas of practice include: 34% Corporate 17% Residential 14% Healthcare 14% Hospitality/Retail 6% Facility Planning & Design 6% Government/Institutional

Interior designers specify more than $46 billion in products and services each year.
EXPERIENCE A NEW PERSPECTIVE

DESIGN IS LIFE. IIDA IS DESIGN.

A completely reimagined feature well and mix of departments explore the topics that matter most to commercial designers:

- design trends and innovation
- humanity + culture
- business + leadership intelligence
- industry developments
- global advocacy

Perspective feature stories showcase fresh voices, bold POVs, and thought-provoking deep dives into the issues transforming today’s interior design in every sector:

- 10 visionaries on how designers can stay on the bleeding edge
- The power of design to catalyze community connections
- Retail reboot: brick, mortar, and technology
- Designing the next great classroom

READERS WALK AWAY SMARTER—READY TO CHANGE THE WORLD.
FOOD HALL BOOM

but South Korea is bent on making travel breaks more exciting.

culture with each design. Korean timber-clad interiors of a traditional classic film Roman Holiday.

A renovation program to illustrate how to raise the lid, raise the seat, large flush,

small flush, rear spray, bidet, dry, and stop.

A Common Language

flourishes like industrial chic or exposed brick and timber operations in the market don't just embrace cutting-edge design hall, the design also contributes to the draw. “The most successful

When architects dip their toes into winning French architect Jean Nouvel pure that strips away decorative excess.

A look at the design movements that have people buzzing on social

INSIDER INTEL

The inside scoop on a featured sector

TALK, TALK

Two designers dissect a current topic (and maybe even debate a bit)

WHY THIS DESIGN WORK

Designers break down the highlights

DATA VIZ

Stats + gorgeous design + analysis

SUM OF ITS PARTS

A peek into the creative process of how all the elements of a design add up to the final work

PRE/POST

The ever popular before-and-after, but this one’s done with style and smarts

SOUND BYTES

A look at the design movements that have people buzzing on social

SCRATCH PAD

Books, movies, and art to cultivate creativity

I DESIGN

A behind-the-scenes look at what inspires a fascinating designer—a photo, graph paper, a playlist, a trip to Morocco...

IDA NEWS + UPDATES

The latest programming, publications, and events

WORLD VIEW

A quick tour of emergent styles in a scattering of locations around the globe

NEXT

What’s new and of note, wrapped up in chunky bits, photos, stats, and quotes
## 2018 Gross Rates

### Member Rate

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### Deadlines

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**Members say they learn about new products from magazine ads.**
PRINT SUBMISSIONS

Digital Submission Instructions For Print Advertising
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, Emerald Expositions 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. Emerald Expositions 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:2001 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 300 dpi for CMYK and 1200 dpi 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% 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:2001 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.
• For expanded, program specific instructions, please visit: www.rdonnelley.com/prepress/AdobeInDesignAssemblies.asp.

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
• 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.

Emailed ad submissions are NOT acceptable.

FOR MORE INFORMATION
Contact Grace Casey at 646-668-3706 or grace.casey@emeraldexpo.com for more information regarding these specifications or shipping address.
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 website on 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.

Sponsorship Fees
$8,000 for a 4-page sponsored CEU

Speak with your advertising sales representative for corresponding issue deadlines.