DEAR PERSPECTIVE ADVERTISER:

Perspective is the thought leadership journal of IIDA, the commercial interior design association with global reach. 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.

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

- **ASAE GOLD CIRCLE AWARDS**
  - Silver Award, Magazine Redesign, Fall/Winter 2016
  - Gold Award, Design Excellence, 2011
  - Gold Award, Design Excellence, Fall/Winter 2007
  - Silver Award, Design Excellence, Summer 2007

- **EXCEL AWARDS**
  - Gold Award, Design Excellence, 2010
  - Gold Award, Single Topic Issue, Summer 2007

- **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
  - Best Print Publication – Design, 2018
  - Best Association Publication – Honorable Mention, 2018
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' 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
- 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

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:

- The ROI of pop-up experiences in the retail, restaurant, and hospitality industries
- Designing inclusive spaces for individuals with sensory disorders
- How a paradigm shift in higher education is transforming campus design
- Rethinking office spaces in light of technology advancements

**READERS WALK AWAY SMARTER—READY TO CHANGE THE WORLD.**
QUICK TAKES
ON WORKPLACE, HEALTHCARE, HOSPITALITY, EDUCATION, RETAIL SPACES—AND MORE.

TWO INDUSTRY LEADERS deconstruct tech advancements that are creating new opportunities in lighting design.

SUZAN TILLOTSON: Industry with Suzan Tillotson, IALD, MIES, founder of lighting design company Nulty, which has offices in London, England; Dubai, United Arab Emirates; and New York. He recently spoke about what the future might hold for the industry.

In theory, now that LED technology has changed enormously in the last five to 10 years, there’s hope that lighting could be: We’re still limited to linear rendering. In retail, these clever tricks to aid sales are marketing tactics are really directed toward laypeople. We have incredible controllability and art to cultivate creativity. We used black steel to blend with the industrial flavor of the space but also introduced different types of curiosities,
2018 GROSS RATES

**MEMBER RATE**

**FULL SPREAD**
- FOUR-COLOR
  - 1x: $10,700 / $7,800
  - 2x: $9,800 / $7,300
  - 3x: $9,270 / $7,000

**FULL PAGE**
- FOUR-COLOR
  - 1x: $5,400 / $3,900
  - 2x: $5,000 / $3,600
  - 3x: $4,600 / $3,400

**HALF PAGE**
- FOUR-COLOR
  - 1x: $3,600 / $2,700
  - 2x: $3,100 / $2,400
  - 3x: $2,900 / $2,300

**NON-MEMBER RATE**

**FULL SPREAD**
- FOUR-COLOR
  - 1x: $11,400 / $8,200
  - 2x: $11,000 / $7,800
  - 3x: $10,300 / $7,400

**FULL PAGE**
- FOUR-COLOR
  - 1x: $10,600 / $7,400
  - 2x: $10,000 / $7,300
  - 3x: $9,600 / $7,200

**HALF PAGE**
- FOUR-COLOR
  - 1x: $4,000 / $3,100
  - 2x: $3,600 / $3,000
  - 3x: $3,400 / $2,800

**COVER**
- FOUR-COLOR
  - 1x: $9,000
  - 2x: $7,700
  - 3x: $7,200

**SPECS**
- **TRIM**: 8.375” x 10.875”
- **BLEED**: 8.625” x 11.125”
- **SAFE AREA**: 7.7917” x 10.2917”

**DEADLINES**

**MARCH ISSUE**
- Ad Close: January 24
- Materials Due: January 31

**JUNE ISSUE**
- Ad Close: April 15
- Materials Due: April 24

**NOVEMBER ISSUE**
- Ad Close: September 25
- Materials Due: October 4

Members say they learn about new products from magazine ads.
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 file per ad or ad page; spread ads must be submitted as two single page files.
- 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 ink density for color images should not exceed SWOP standard of 300%.
- All ads must be created to trim specification with crops (printer marks) set at trim dimensions placed 12 pts 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 any Adobe application 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.
- For expanded, program specific instructions, please visit: http://www.lsccom.com/prepress/prepare/magazine-printing/.

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.

NEW PORTAL!
New Portal! Please register and submit your PDFX1/a ad file via SendMyAd: emeraldexpoadservices.sendmyad.com/

E-mailed 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.