

# i+D

2019 MEDIA PLANNER

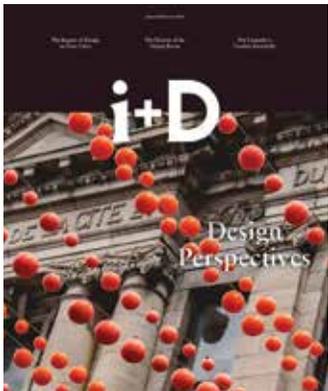
**idc**  
interior designers of canada  
designers d'intérieur du canada

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS **ASID**





## The official bi-monthly magazine of the American Society of Interior Designers (ASID) and the Interior Designers of Canada (IDC)



*i+D* is a collaboration between the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC). It was created to usher in a powerful and unified voice for the North American design market and beyond and to raise the bar for what design professionals expect from a publication created with them in mind.

In its inaugural year, *i+D* tackled topics like diversity and inclusion, the science behind today's interiors and materials, and design for

health and wellness both at home and in the workplace, as well as designing for entertainment venues, hospitality experiences, open plan living, working from home, and more. The stories are developed to give the design field the voice it deserves in imperative conversations like the future of transportation and the design of our cities, the preservation of the historic built environment, and design for the ever-changing definition of home and family.

Each issue of *i+D* impresses upon readers why a designer's work is not simply beautiful, it's impactful. It tells the stories behind the designs and puts the spotlight on the critical and creative minds behind today's design talent and the transformative work they do on a daily basis.

## Meet the Editor-in-Chief



**Jennifer Quail**  
Editor-in-Chief of *i+D*

Jennifer has spent more than 15 years covering interior design, furnishings, and more for magazines in New York, Los Angeles, and now Washington, D.C., where she serves as Editor-in-Chief of *i+D*, the magazine for the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC). Her work has appeared in various publications, including *Luxe Interiors + Design*, *Western Interiors + Design*, *FORM*, and *ASPIRE Design & Home*, as well as on *Houzz.com* and

*About.com*, where she served as Home Furnishings Expert. Prior to working at ASID National headquarters, she served on the Board of Directors for the ASID New York Metro chapter and also as editor of both the New York Metro and New Jersey chapter magazines.

Throughout her career, Jennifer has been continually struck by the endless ways design effects our daily lives and experiences and is excited to bring her passion for the subject to the pages of *i+D*. She earned a Bachelor's degree in Communications from Drexel University and has taken assorted design classes covering theory, practice, and history, at schools including Parsons and NYU.

# ADVERTISE

***i+D* Magazine will present your brand, services, and products to members of the design community who have specifying power and who are eagerly looking forward to learning about them.**

**Distribution: *i+D* Magazine** is the official bi-monthly publication of the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC), giving you access to 30,000 design professionals and industry influencers across North America who work in all areas of commercial and residential design.

**Additional Reach: *i+D* Magazine** is distributed at industry events and conferences throughout North America. The digital issue component is produced in both English and French, and the *i+D* Magazine app is available for download on iTunes, Google Play, or Amazon.



Contact: Tom Davies | [Tom.Davies@stamats.com](mailto:Tom.Davies@stamats.com) | 319.861.5173

# ABOUT ASID

The American Society of Interior Designers believes that design impacts lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and humancentric design to social responsibility, wellbeing, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.



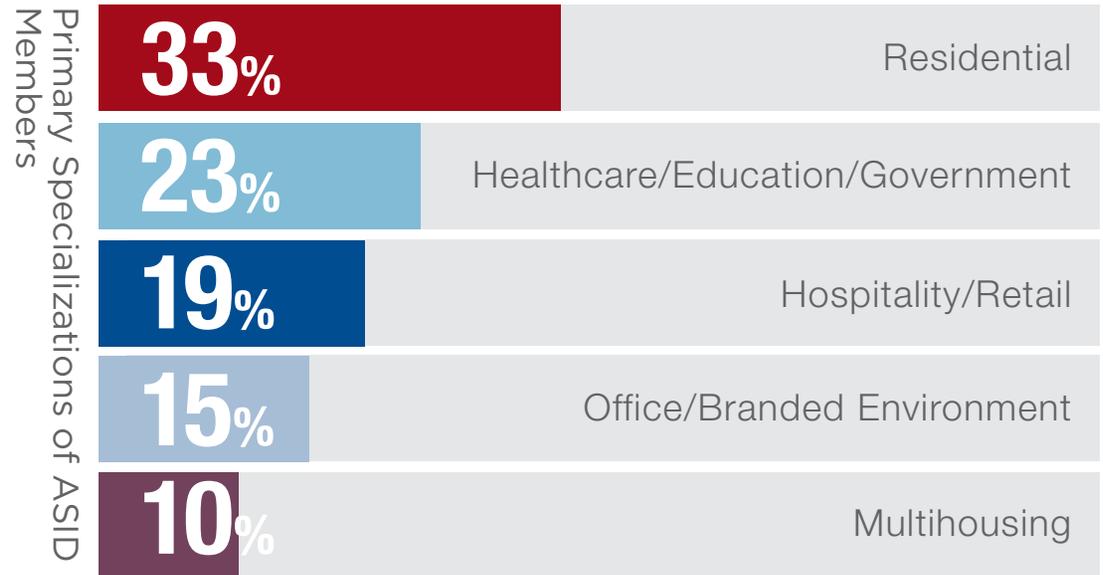
ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal.

ASID has more than 25,000 members engaging in a variety of professional programs and activities through a network of 47 chapters throughout North America. **Learn more at [asid.org](https://www.asid.org).**

# ASID AUDIENCE

**More than 25,000 ASID members across North America**

- Design Practitioners
- Industry Influencers
- Students



# ASID AUDIENCE

**25,000+**

Total Membership

**47**

Professional Chapters

**300**

Student Chapters



# ABOUT IDC

First established in 1972, Interior Designers of Canada (IDC) remains committed as Canada's association for the interior designer profes-



sion. As the national advocacy body for interior designers in Canada, IDC has a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally. With this goal in mind, IDC provides valuable and quality professional development opportunities; educates the public about the importance of hiring qualified interior designers; protects members' right to practice through government relations; and works with the media to promote understanding of the interior design profession.

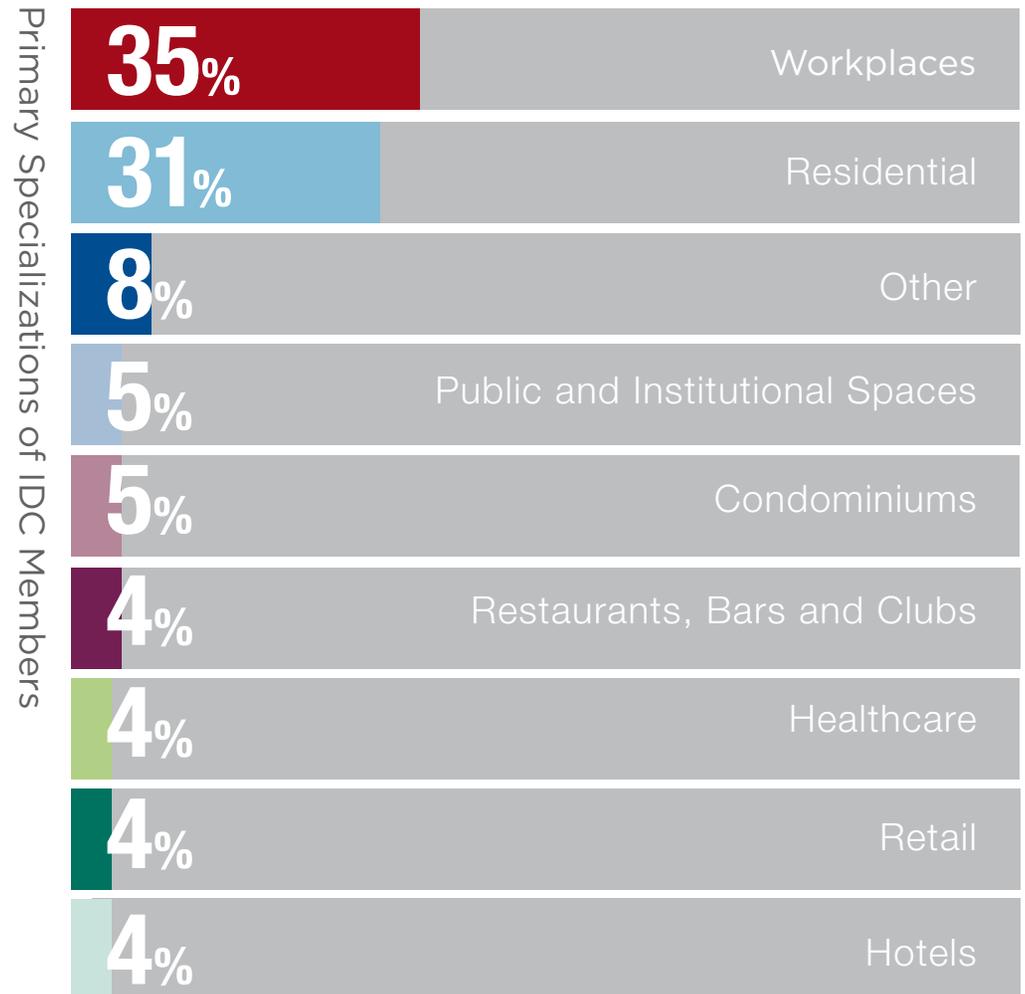
IDC represents more than 5,000 members including fully qualified interior designers, Intern members, students, educators and retired members, along with manufacturers and suppliers who provide products and services for interior design projects and firms. **Learn more at [idcanada.org](http://idcanada.org).**



# IDC AUDIENCE

**More than 5,000 IDC members across Canada**

- Design Practitioners
- Industry Influencers
- Students



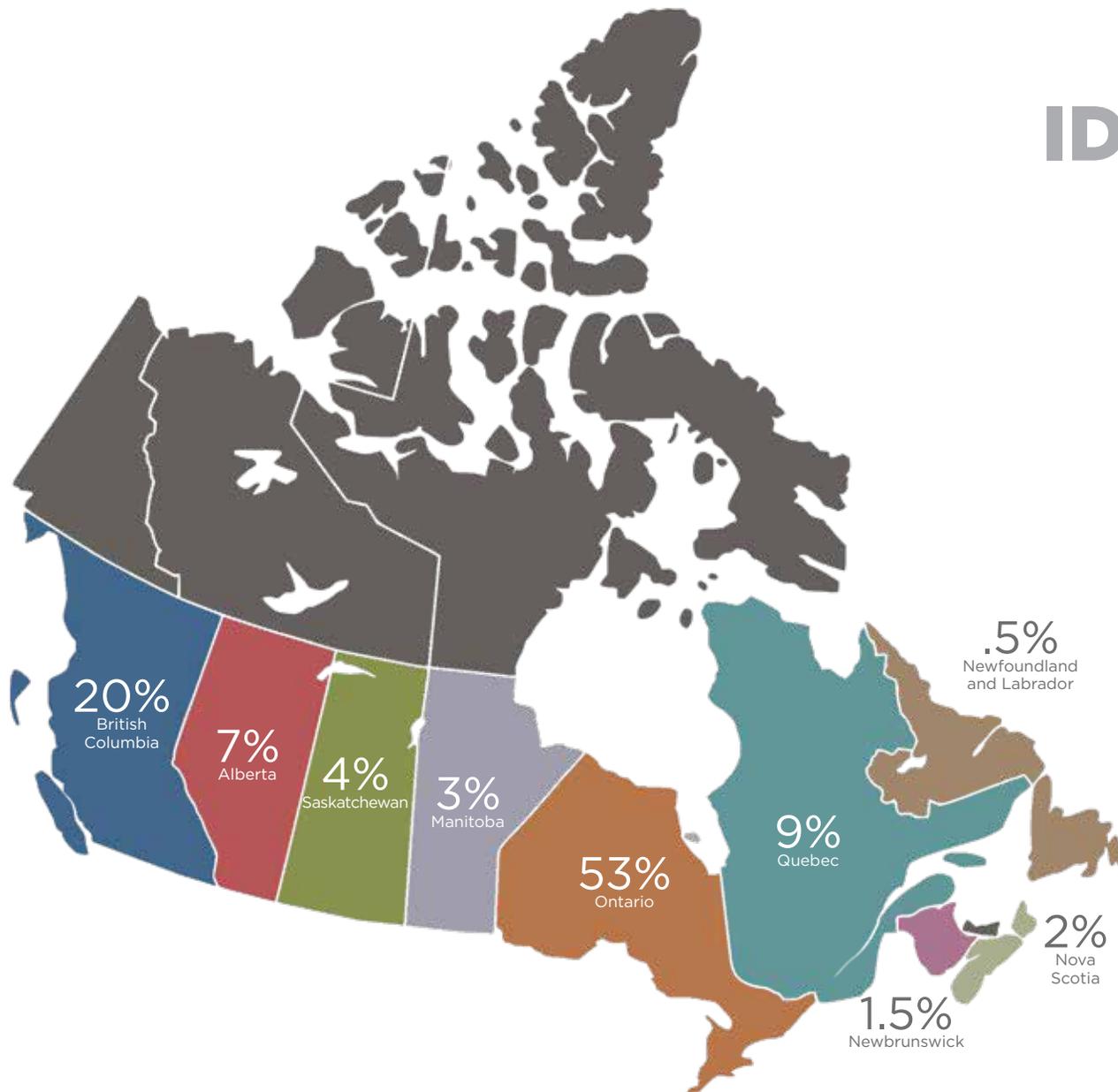
# IDC AUDIENCE

**5,000+**

Total Membership

**9**

Provincial Associations



# CALENDAR

## JANUARY/FEBRUARY – DESIGN THINKING

- Design and design thinking as the ultimate disrupters
- The decolonization of design: Fostering diversity for the future of the industry
- Next Gen Design: Connecting today's youth with design
- Business of Design: The Importance and Progress of Design Legislation

SPACE RESERVE: 12/5/18

AD MATERIALS DUE: 12/12/18

---

## MARCH/APRIL – DESIGNED TO SELL

- Design for bricks & mortar retail + design showrooms
- Alternative retail: From pop-ups to pop-shares
- Design for marijuana dispensaries
- The Maker Movement
- Business of Design: Licensing

SPACE RESERVE: 2/5/19

AD MATERIALS DUE: 2/12/19

---

## MAY/JUNE – COMMERCIAL ENDEAVORS

- The Future of the Office
- Alternative workspaces
- Neighborhood Revivals
- The designer/developer relationship
- Business of Design: Contracts

SPACE RESERVE: 4/5/19

AD MATERIALS DUE: 4/12/19

## JULY/AUGUST – ENGAGING DESIGN

- Memorials: Designing for respect and remembrance
- Museum/exhibit design
- Theatre design: Theatrical houses and modern movie theatres
- Stage and set design
- Business of Design: Pro Bono work

SPACE RESERVE: 6/5/19

AD MATERIALS DUE: 6/12/19

---

## SEPTEMBER/OCTOBER – DESIGNED FOR WELLBEING

- Design for Recovery and Refuge
- Design for Memory Care
- Spa design: Professional spas and wellness retreats
- Fitness center/Health club design
- At-home spas
- Business of Design: Mindfulness for your design practice

SPACE RESERVE: 8/5/19

AD MATERIALS DUE: 8/12/19

---

## NOVEMBER/DECEMBER – THE HOME FRONT

- Kitchen & Bath
- The Passive House
- WELL Standards and other healthy measures for the residential market
- Privacy as Luxury: The home in the era of technology and information sharing
- Business of Design: Protecting your intellectual property in a digital world

SPACE RESERVE: 10/4/19

AD MATERIALS DUE: 10/11/19



*\*Dates and editorial content are subject to change at any time*

*\*Submit content for consideration to [jquail@iplusdmag.com](mailto:jquail@iplusdmag.com)*

# PRINT

## 2019 AD RATES & SPECIFICATIONS

TYPE	1x	2x	4x	6x	LIVE AREA/ NON BLEED (0.25" margin* on all sides)	TRIM (width x height)	TRIM + BLEED (0.125" bleed on all sides)
<b>Spread</b>	\$13,002	\$12,347	\$11,048	\$9,888	17.5" x 10.375"	18" x 10.875"	18.25" x 11.125"
<b>Cover 2</b>	\$9,070	\$8,693	\$7,949	\$7,114	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>Cover 3</b>	\$9,070	\$8,693	\$7,949	\$7,114	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>Cover 4</b>	\$9,323	\$8,945	\$8,201	\$7,339	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>Full Page</b>	\$7,433	\$7,055	\$6,311	\$5,648	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
<b>1/2 Page Horizontal</b>	\$4,723	\$4,484	\$4,018	\$3,595	8" x 5"	-	bleed not offered
<b>1/2 Page Vertical</b>	\$4,723	\$4,484	\$4,018	\$3,595	3.875" x 10.125"	-	bleed not offered
<b>1/3 Page Square</b>	\$3,564	\$3,388	\$3,035	\$2,716	5" x 5"	-	bleed not offered
<b>1/3 Page Vertical</b>	\$3,564	\$3,388	\$3,035	\$2,716	2.5" x 10.125"	-	bleed not offered
<b>1/4 Page Vertical</b>	\$2,732	\$2,594	\$2,317	\$2,074	3.875" x 5"	-	bleed not offered
<b>1/6 Page Vertical</b>	\$2,141	\$2,027	\$1,813	\$1,622	2.5" x 5"	-	bleed not offered
<b>1/8 Page Showroom Ad**</b>	\$1,134	\$1,084	\$983	\$880		-	-

\* All type and important details should be inside 0.25" from the trim on all 4 sides.

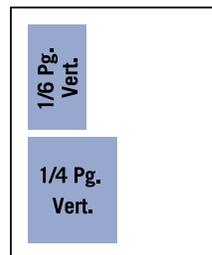
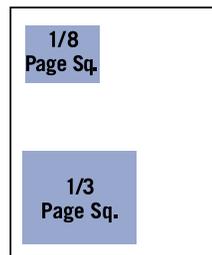
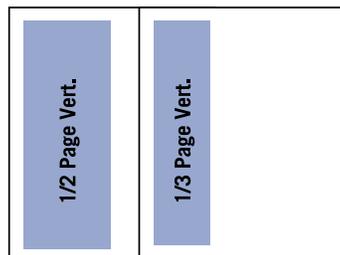
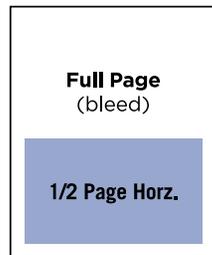
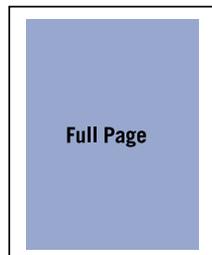
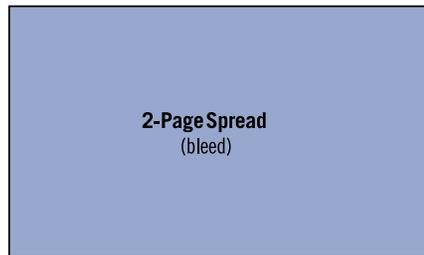
\*\* Advertisers interested in running a photo of a product or logo, accompanied by text and contact information, can take advantage of the economical Showroom advertising section. Ad spaces are based on a 1/8-page template and allow for up to 90 words (including basic contact information) and a 1.58" x 2.25" image.

\* Industry partners, National Industry Partners, and sponsors across all levels receive a pre-negotiated discount.

Contact: Tom Davies | [Tom.Davies@stamats.com](mailto:Tom.Davies@stamats.com) | 319.861.5173

# PRINT

## 2019 AD FORMATS & SPECIFICATIONS



### SHOWROOM ADVERTISING SECTION

Advertisers interested in running a photo of a product or a logo accompanied by text and contact information, can take advantage of the economical Showroom advertising section. Ad spaces are based on a 1/8-page template and allow for up to 90 words (including basic contact information) and a 1.58" x 2.25" image.

#### Acceptable File Format

We accept only digital files in the PDF/X-1a format.

Ensure that all elements are a minimum of 300 dpi and 100% in size. The color space must be CMYK or grayscale. Do not submit files in RGB. Export using an offset of 12 pt (0.1667") and include trim, bleed, and file information.

#### Acceptable Proofs

To ensure the highest quality of print reproduction, we ask that all digital files be accompanied by a SWOP-certified proof that represents the final file at 100%. In the absence of a SWOP-certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve color as accurate as possible from the supplied digital file. You may request that *i+D* pull a proof for you at a production charge that will

be applied to your invoice. *i+D* will not accept responsibility for a digital ad's content or color if a digital proof is not supplied.

#### Acceptable Transmission Methods

URL: <http://transfer.iandd.stamats.com/>

USER NAME: landD

PASSWORD: Transfer (case sensitive)

Create a new folder titled with your company name. If you are a submitting agency, please title the folder with your client's name. Click on the blue up arrow to upload and drag and drop your files into your folder. Once your files have successfully uploaded, please notify Candy Holub, Production Manager, by e-mail to: [candy.holub@stamats.com](mailto:candy.holub@stamats.com) and indicate the file name.

#### Notes

Receipt of your insertion order indicates your acceptance of the requirements shown on the following Copy and Contract Regulations. There is no added charge for bleed. Only full-page and spread ads can have bleed; fractional bleed ads are not available.

All material remaining after 12 months will be destroyed.

# ADVERTISING POLICY

## PUBLISHER'S PROTECTIVE CLAUSE

ASID, IDC, and the publisher reserve the right to position, revise, or refuse to publish any advertising. Ultimate responsibility for controlling the content of *i+D* lies with ASID and IDC. Positioning of advertisements is at the discretion of the publisher, unless the advertiser has contracted for a premium guaranteed position. The advertiser and the advertising agency agree that ASID and IDC shall not be under any liability for the failure, for any cause, to insert any advertisement. The publisher shall be entitled to payment upon having completed the printing or the insertion of the advertisement and having taken reasonable steps to see that the publication is distributed.

While every effort is made to assure the timely release of each issue, the publisher accepts no liability for any issue that is published late. Photographs made for, or additional costs concurred by, advertisers are charged in addition to earned space rate.

Editorial Style Advertisements adopting a style similar to the regular editorial style of *i+D* professional magazine will carry, by way of disclaimer, the word "Advertisement" immediately above it.



# CONTACTS

## **Tom Davies**

*i+D* Advertising Director  
tom.davies@stamats.com  
319.861.5173

## **Steven Sloan**

*i+D* Publisher  
steven.sloan@stamats.com  
360.682.2435

## **Candy Holub**

*i+D* Production Manager  
candy.holub@stamats.com  
319.861.5025

## **Morgan Thenhaus**

*i+D* eMedia Specialist  
morgan.thenhaus@stamats.com  
319.861.5169

## **Jennifer Quail**

*i+D* Editor-in-Chief  
jqquail@iplusmag.com  
202.840.6579, ext. 4452

## **Olga Odeide**

ASID Vice President,  
Membership & Industry  
Partnership  
oodeide@asid.org  
202.675.2368

## **Joseph Cephas**

ASID Vice President,  
Communications & Brand  
Experience  
jcephas@asid.org  
202.800.2124

## **Vesna Plazacic**

IDC Senior Manager,  
Communications  
vplazacic@idcanada.org  
416.649.4429

## **Barbora Krsiakova**

IDC Marketing Manager  
bkrsiakova@idcanada.org  
416.649.4438

