

interiors+sources®

Audience Report

interiors+sources is a multi-platform resource for commercial interior designers. We cover the complete market for companies interested in reaching top-level designers who specify products for commercial interior design projects. Our versatile portfolio of media channels gets your message in front of the right people at the right time - in print, online, and face-to-face. The content and editorial scope of the publication includes news, trends and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital edition

Fields Served:

interiors+sources serves interior design firms, architectural design firms, corporate/commercial, government/institutional firms, and interior design/architectural intern/students

Definition of Recipient Qualification:

Qualified recipients include interior designers, owners, principles, presidents, partners, architects, corporate executive/general managers, project/other managers, interior design/architectural interns/students and other titled professionals in the field served.

interiors+sources

615 5th St SE

Cedar Rapids IA 52401

800-553-8878

<https://www.interiorsandsources.com/>



This Integrated Database analysis is provided by Stamats Data Management. The analysis provides a better understanding and identification of all the media channels the interiors + sources audience consumes. Tables contained in this report reflect net unique, unduplicated counts of individuals receiving one or more media channels available from the Publisher.



*Note: All data contained in this report is "Publishers' Own Data" as of June 2019

BRAND SUMMARY - June 2019	
interiors+sources magazine	31,500
PRINT	28,147
DIGITAL	5,691
i+s E-NEWSLETTERS	
Design Flash	13,709
Specifics	14,970
WEBSITE (January - June 2019 average - unique users)	26,885

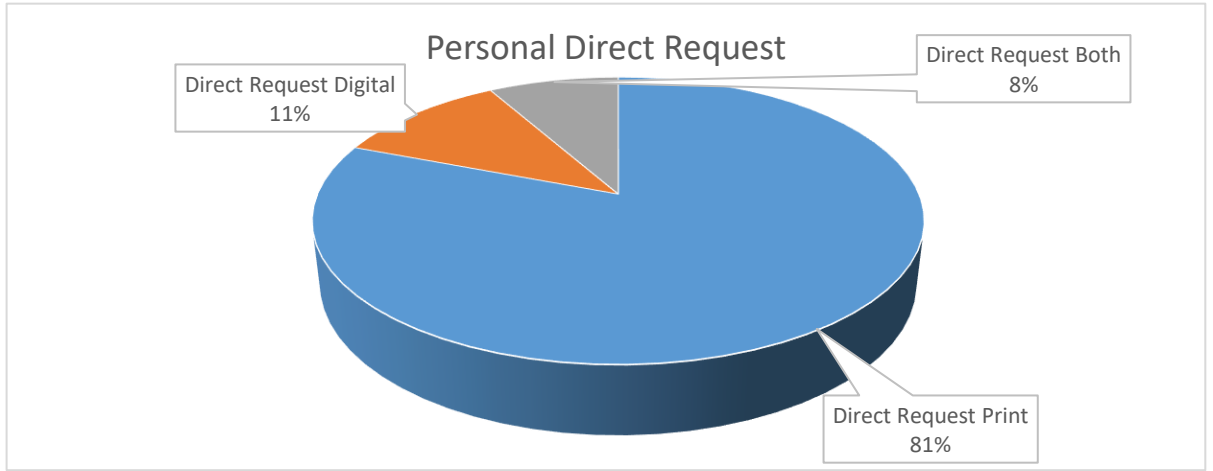
Integrated Data Analysis	
NET UNIQUE INDIVIDUALS	36,107
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	21,297
AVERAGE CHANNELS PER INDIVIDUAL	1.74

Brand Channels								
CHANNELS	interiors+sources Magazine	Design Flash e-Newsletter	Specifics e-Newsletter	interiors+sources website	interiors+sources Twitter	interiors+sources Facebook	interiors+sources Instagram	interiors+sources LinkedIn
interiors+sources magazine	31,500	12,251	13,027					
Design Flash e-newsletter	12,251	13,709	12,943					
Specifics e-newsletter	13,027	12,943	14,970					
interiors+sources website				26,885				
interiors+sources Twitter					20,287			
interiors+sources Facebook						13,725		
interiors+sources Instagram							4,407	
interiors+sources LinkedIn								3,763

Unique Individuals				
CHANNELS RECEIVED	interiors+sources magazine	Design Flash e-newsletter	Specifics e-newsletter	Net Unique Individuals
Multiple Channel Recipients	15,513	13,396	14,171	14,810
Single Channel Recipients	17,987	313	799	21,297
Total	33,500	13,709	14,970	36,107

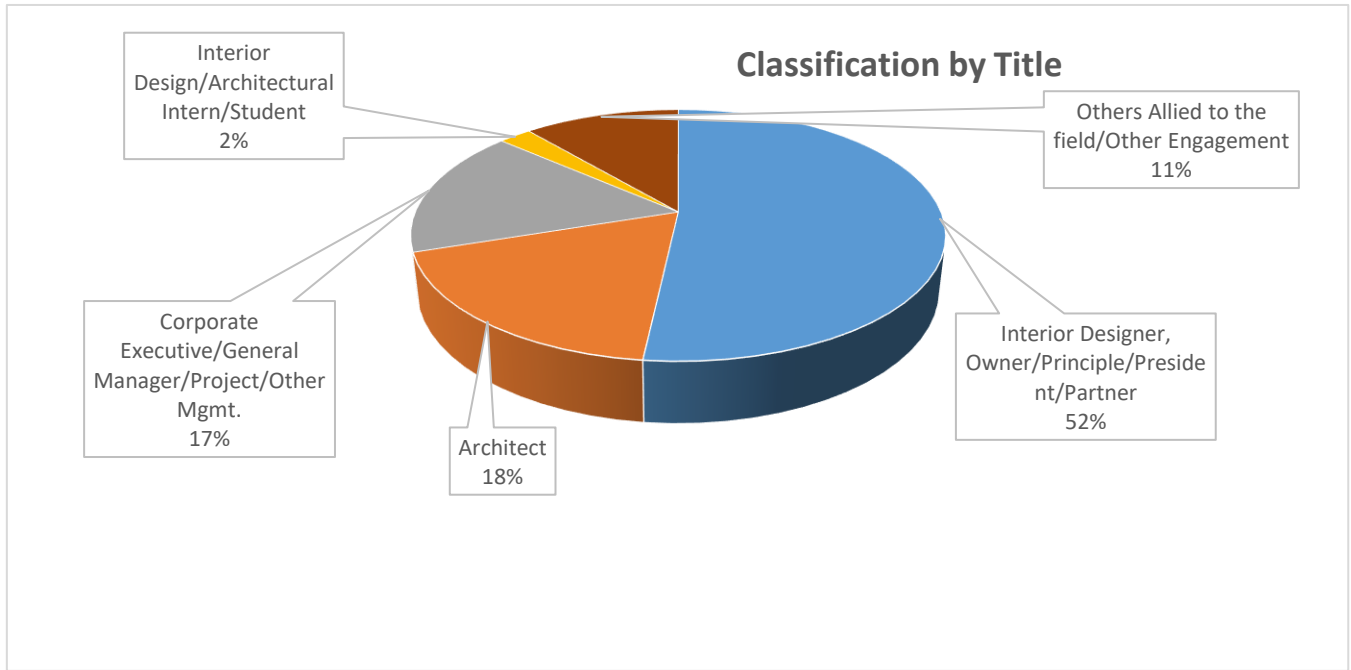
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Audience - Business & Industry					
	Total Unique Individuals	%	interiors + sources Magazine	Design Flash Recipients	Specifics Recipients
<i>Interior Design Firm</i>	11,089	30.7%	10,559	4,570	4,902
<i>Architectural Design Firm</i>	13,715	38.0%	13,254	5,107	5,468
<i>Corporate/Commercial</i>	5,275	14.6%	5,047	2,157	2,340
<i>Government/Institutional Firms</i>	2,301	6.4%	2,217	1,023	1,074
<i>Interior Design/Architectural Intern/Student</i>	482	1.3%	423	422	426
<i>Others Allied to the field/Other Engagement</i>	3,245	9.0%	0	430	760
Grand Total	36,107	100.0%	31,500	13,709	14,970



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Audience - Job Title					
	Total Unique Individuals	%	interiors + sources Magazine	Design Flash Recipients	Specifics Recipients
<i>Interior Designer, Owner/Principle/President/Partner</i>	18,687	51.8%	17,833	7,777	8,393
<i>Architect</i>	6,564	18.2%	6,341	2,427	2,567
<i>Corporate Executive/General Manager/Project/Other Mgmt.</i>	5,948	16.5%	5,742	2,220	2,386
<i>Interior Design/Architectural Intern/Student</i>	851	2.4%	781	562	566
<i>Others Allied to the field/Other Engagement</i>	4,057	11.2%	803	723	1,058
Grand Total	36,107	100.0%	31,500	13,709	14,970



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Audience - Business & Industry x Job Title

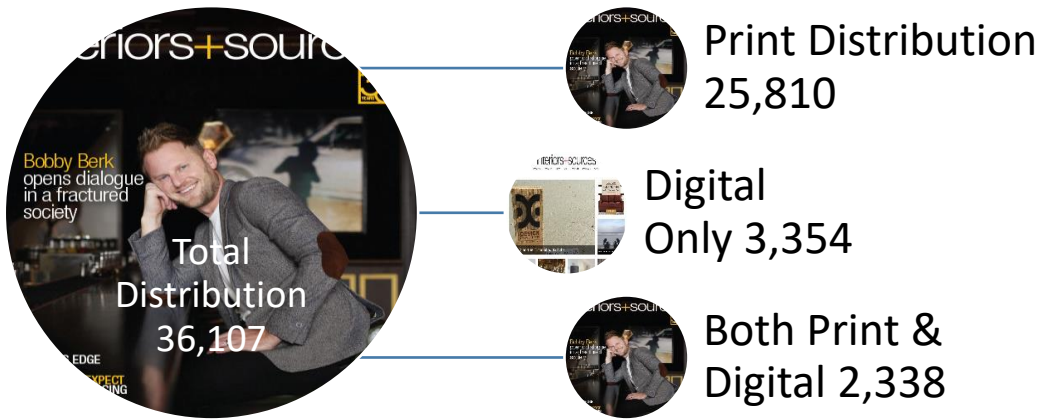
	Interior Design Firm	Architectural Design Firm	Corporate/ Commercial	Government/ Institutional Firms	Interior Design/ Architectural Intern/Student	Blank	Total
Interior Designer, Owner/Principle/President/Partner	15,568	4,223	2,764	699	155	0	23,409
Architect	217	3,698	116	269	6	0	4,306
Corporate Executive/General Manager/Project/Other Mgmt	1,158	779	1,267	663	9	0	3,876
Interior Design/Architectural Intern/Student	66	72	19	80	706	0	943
Others Allied to the field/Other Engagement	85	77	133	164	1	0	460
Blank	0	0	0	0	0	202	202
Total Unique Individuals	17,094	8,849	4,299	1,875	877	202	33,196

Audience - Geographic Distribution

REGION	Total Unique Individuals	PRINT	DIGITAL	i+s Magazine UNIQUE Total	Design Flash eNewsletter	Specifics eNewsletter
NEW ENGLAND	1,798	1,512	269	1,661	665	727
MIDDLE ATLANTIC	5,102	4,219	754	4,644	1,970	2,188
EAST NORTH CENTRAL	5,507	3,895	770	4,342	1,811	2,036
WEST NORTH CENTRAL	2,625	2,108	415	2,340	993	1,108
SOUTH ATLANTIC	6,880	5,613	1,152	6,237	2,735	3,024
EAST SOUTH CENTRAL	1,554	1,261	222	1,392	593	658
WEST SOUTH CENTRAL	3,184	2,605	454	2,881	1,134	1,302
MOUNTAIN	2,278	1,904	340	2,103	870	947
PACIFIC	5,376	4,312	869	4,826	2,006	2,282
UNITED STATES	34,304	27,429	5,245	30,426	12,777	14,272
10 969 & 004-009 US Territories	12	2	2	3	3	8
11 Canada	931	716	199	826	355	361
12 Mexico	57	0	6	6	7	13
13 Other International	353	0	117	117	130	136
99 Email Address Only	449	0	122	122	437	179
APO/FPO/Non-qualified	1	0	0	0	0	1
Other Total	1,803	718	446	1,074	932	698
UNIQUE TOTAL**	36,107	28,147	5,691	31,500	13,709	14,970

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Audience - interiors+sources Distribution Breakout	
	Qualified Request Distribution
<i>Print - Requested</i>	25,810
<i>Digital - Requested</i>	3,354
<i>Both - Requested</i>	2,338
<i>Digital - Enews Only/Other Brand Engagement</i>	4,605
Total Distribution	36,107



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Audience - interiors+sources Revenue Breakout

Percentage of Revenue Focus	Total Projected Unique Individuals	%
<i>100% Commercial</i>	11,430	36.3%
<i>75% Commercial / 25% Residential</i>	6,442	20.5%
<i>50% Commercial / 50% Residential</i>	6,424	20.4%
<i>25% Commercial / 75% Residential</i>	6,693	21.2%
<i>Other</i>	511	1.6%
Grand Total	31,500	100.0%

Audience - interiors+sources Project Value Breakout

Annual Dollar Volume for Commercial Projects	Total Projected Unique Individuals	%
<i>Under \$500,000</i>	9,728	30.9%
<i>\$500,000 to \$999,999</i>	5,277	16.8%
<i>\$1 Million to \$5 Million</i>	6,288	20.0%
<i>\$5 Million to \$10 Million</i>	2,980	9.5%
<i>Over \$10 Million</i>	4,121	13.1%
<i>None of the Above</i>	3,106	9.9%
Grand Total	31,500	100.0%

Audience - interiors+sources Design Project Breakout

What types of design projects do you work on? (Choose multiple)	Total Projected Unique Individuals	%
<i>Office</i>	22,201	70.5%
<i>Education</i>	15,220	48.3%
<i>Hospitality</i>	17,321	55.0%
<i>Government</i>	12,574	39.9%
<i>Medical/Healthcare</i>	14,840	47.1%
<i>Retail</i>	17,263	54.8%
<i>Sustainable Design</i>	140	0.4%
<i>Other Commercial</i>	1,550	4.9%
<i>Other</i>	7	0.0%

Audience - interiors+sources Specifier Breakout

Do you specify/recommend commercial interior products & furnishings?	Total Projected Unique Individuals	%
<i>Yes</i>	24,464	77.7%
<i>No</i>	7,036	22.3%
Grand Total	31,500	100.0%

Audience - interiors+sources Product Recommendation Breakout

Which of the following products or services you recommend, specify or purchase? (Choose Multiple)	Total Projected Unique Individuals	Total Projected Unique Individuals
<i>Accessories/Arts/Antiques</i>	18,428	58.5%
<i>Audio/Visual Technology</i>	10,902	34.6%
<i>Beds</i>	11,555	36.7%
<i>Building Products</i>	18,308	58.1%
<i>Consultants/Services</i>	14,490	46.0%
<i>Fabric</i>	22,476	71.4%
<i>Flooring</i>	25,588	81.2%
<i>Furniture</i>	23,533	74.7%
<i>Green Products</i>	18,985	60.3%
<i>Hardware Fixtures</i>	21,174	67.2%
<i>Kitchen</i>	18,735	59.5%
<i>Lighting</i>	24,781	78.7%
<i>Paint/Finishes</i>	24,316	77.2%
<i>Plumbing/Fixtures</i>	19,311	61.3%
<i>Seating</i>	21,424	68.0%
<i>Solid Surfaces/Laminates</i>	22,676	72.0%
<i>Tables</i>	20,848	66.2%
<i>Wall Coverings</i>	22,469	71.3%
<i>Window Coverings</i>	20,967	66.6%
<i>Carpet</i>	23,783	75.5%
<i>Ceiling</i>	19,787	62.8%
<i>Stone and Tile</i>	17,740	56.3%
<i>All of the Above</i>	530	1.7%
<i>None of the Above</i>	376	1.2%