The multi-platform portfolio of i+s

interiors+sources multi-channel approach has the potential to put your product in the hands of more than 196,000 interior design professionals. Each of our channels offers them numerous options for accessing information critical to their daily design practice.

We deliver an array of media products and each serves a purpose. In addition to the magazine, the website, and newsletters, we also create content for companies like yours, conduct extensive research and we connect people face-to-face with our live events.

And if our product portfolio doesn’t match your need, we have a number of custom options that can be tailored to your requirements.

Total Unique Accounts   = 107,251
Social media engagers   = 54,166
Website visitors        = 35,528
Total Audience reach    = 196,945

Our versatile portfolio of media products offers you multiple options for reaching our audience of interior design professionals:

- Print and Digital Publication
- interiorsandsources.com
- DesignFlash eNewsletter
- Specifics eNewsletter
- InFocus eNewsletter
- NeoCon Materials Pavilion
- Design Connections
- CEUs
- Webinars
- Rich Media Advertising
- Custom Services including Research, Content Marketing, and Social Media

Publisher’s own data, October 2020
Advertising isn’t effective unless you are reaching the right audience and that’s exactly what interiors+sources delivers—design professionals doing commercial work!

Our readers know that i+s focuses exclusively on the news and products used in commercial projects that matter to the interior design market—so you know exactly where their head is when they engage with our portfolio of product offerings.

We place a heavy focus on the products that companies like yours supply the design community, which provides much more of an opportunity for us to help showcase your products.
OUR FOCUS IS CONNECTING YOU WITH A&D PROFESSIONALS WHO SPECIFY PRODUCT.

Every day we focus all of our efforts on connecting you with our audience of interior designers. With top-level A&D professionals who specify products for commercial interior design projects, we offer them numerous options to access information critical to their daily design practice.

The types of design projects they work on encompasses the entire commercial market.

- **75%** Office
- **38%** Retail
- **40%** Hospitality
- **36%** Education
- **35%** Medical/Healthcare
- **35%** Government
- **87%** Other commercial
BUYING POWER FOR THE INTERIOR DESIGN MARKET

We cover the complete market of top-level designers who specify products for commercial interior design projects, which provides you the opportunity to get your message in front of the right people at the right time—in print, online, and face-to-face.

Our readers purchase an incredible range of products across every surface and every commercial sector.

Our audience represents all commercial sectors

Click the icons below to learn more about our audience in each sector.

PRODUCT INVOLVEMENT BY MARKET SEGMENT*

- FLOORING: 68.6%
- LIGHTING: 66.7%
- PAINT/FINISHES: 65.1%
- SOLID SURFACES/LAMINATES: 61.0%
- CARPET: 63.8%
- FURNITURE: 63.9%
- WALL COVERINGS: 60.6%
- FABRIC: 60.2%
- SEATING: 57.7%
- HARDWARE/FIXTURES: 56.4%
- WINDOW COVERINGS: 56.1%
- TABLES: 56.2%
- CEILING: 53.3%
- PLUMBING/FIXTURES: 51.4%
- GREEN PRODUCTS: 50.9%
- KITCHEN: 50.1%
- ACCESSORIES/ART/ANTIQUES: 49.1%
- BUILDING PRODUCTS: 49.1%
- STONE AND TILE: 49.4%
- CONSULTANTS/SERVICES: 38.4%
- BEDS: 30.3%
- AUDIO/VISUAL TECHNOLOGY: 29.3%

Don't see your product listed? contact your rep for more information today.

Publisher's Own Data, June 2020
The premiere resource for the commercial interior design market.

Dedicated to providing the story behind the aesthetic, our 107,251+ readers of both digital and print know interiors+sources is the go-to to learn the latest in long-term design trends, industry certification, sustainability, material science, and where design is headed. Readers know that when they turn to i+s, they are getting insight into the latest they need to know to get their job done.

On the pages of i+s

With i+s, you can expect fascinating content and journalistic integrity from a team who is curious and passionate about what is happening in the industry, including:

- Concise updates from the latest research in the field, helping the A+D community keep on top of what they need to know
- A forum for association members to hear the latest from ASID, IIDA, and IDEC.
- Long-term trend analysis looking beyond what’s hot right now toward what you can expect in 5 to 10 years’ time.
- The best products rolling out the doors each month so you always know what’s new.
- Clear information on the latest in material science.
- Opinions from the best voices in the industry.
- Updates on the newest designers making waves.