CURIOS

by i+s

The Box That Puts Your Samples in the Hands of Designers
Designers love to see and touch actual products before they specify them. So imagine the value of getting product directly into their hands. interiors+sources is a leader when it comes to product and specifically, materials and their applications. We have built upon that tradition by introducing Curios by i+s.

How it works
Following a themed schedule, we deliver a box of curated material samples to opt-in recipients at top A+D firms across the country, including the likes of EwingCole, Gensler, HDR, Ford Motor Co., CBRE, and more. The box contains samples from suppliers with a theme for that box that follows an editorial calendar - green goods, bold patterns, nature inspired, color of the year, etc. The look and feel is more editorial in nature than advertising. The purpose is to easily place material samples in the hands of those who specify products for their interior design projects.

Samples will follow specific guidelines for size and number. Each box will contain the same number of samples and the same dimensions to simplify production.

Get your product samples inside the box.

Here’s what’s included:
- A set number of your material samples delivered directly to designers in an editorial setting.
- Your brand and samples highlighted with logo and product description on the sample box insert.
- Lead generation through list of recipients who receive the box.

1-3 times a year: $5,500 per

CURIOS Editorial Schedule
MARCH/APRIL: Sustainability, Wellness + Beyond
MAY/JUNE: NeoCon + Fresh Launches
SEPT/OCT Big + Bold
Demand for Curios has been so strong that we now have a recipient waiting list of 500+.

It’s humbling to be wanted. To get information featured in Curios to a larger audience we’ve launched a digital component to the program. With each Curios mailing we also send a tailored email to our full readership featuring the launch video, box theme and product descriptions, and links to the featured products.

Increase your exposure in a big way with a digital Curios sponsorship.

Here’s what’s included:

- Leaderboard banner ad on tailored Curios email sent to 20,000+ interior design professionals
- Leaderboard banner ad on the Curios page on the interiors+sources website for one month
- Sponsored Instagram post highlighting your latest product offering

$2,200 net