

i+D

2021 Media Planner



i+D is the official publication of the American Society of Interior Designers (ASID).



i+D 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.

i+D has 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, retail, 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.

i+D received an Honorable Mention for Overall Editorial Excellence in the 2019 Folio: Eddie & Ozzie Awards.



Jennifer Quail

Editor-in-Chief

Jennifer has spent more than 20 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 ASID. 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 Parsons School of Design, New York University, and Sotheby's Institute of Art.

Advertise with *i+D*

i+D will present your brand, services, and products to members of the design community. This audience represents both residential and commercial practices with an average of 20 years of business experience.



***i+D* Magazine** is the official bimonthly publication of ASID. It is mailed directly to design professionals and industry influencers across North America who work in all areas of commercial and residential design.

***i+D* Design Product Guide** is the annual digital guide featuring firms' latest and greatest products with direct links to their websites. There are opportunities to feature video and audio content.

***i+D* Editor's E-Newsletter** is distributed every other month to all ASID members throughout the US with an average open rate of 31%! There is one banner position offered.

***i+D* Channel** on asid.org offers three ad placements – leaderboard, medium rectangle and skyscraper. asid.org reaches an online audience of 180K+ monthly page views, 52k+ monthly visits and 38K+ monthly unique visitors.

Contact: Michelle Gerli, Advertising Director
Office: 202.675.2367 | Cell: 203.921.9855
mgerli@asid.org

About ASID



The American Society of Interior Designers (ASID) 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 human-centric 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.

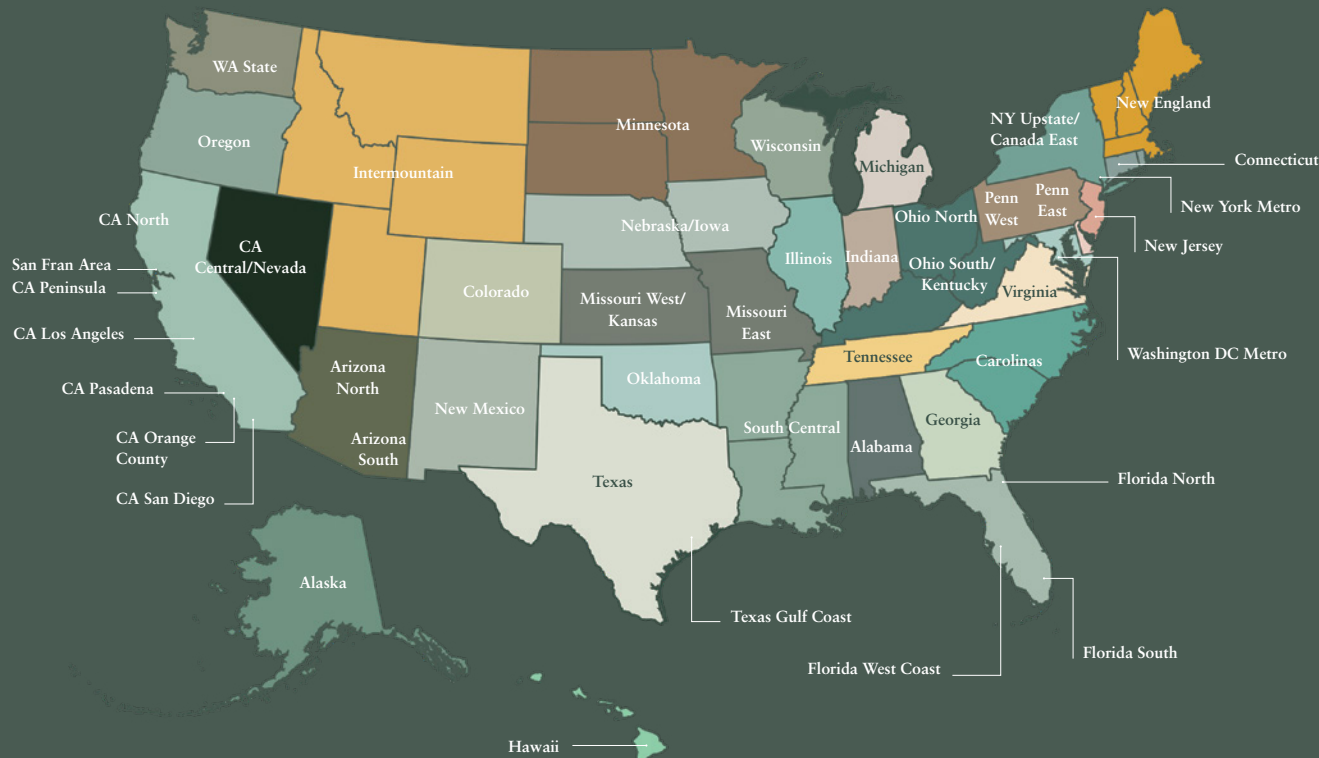
ASID has more than 23,000 members engaging in a variety of professional programs and activities through a network of 46 chapters throughout North America. **Learn more at [asid.org](https://www.asid.org).**

ASID Audience

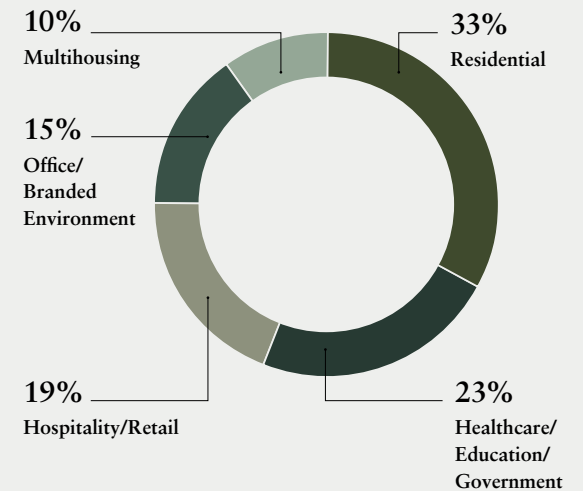
23,000+
Total Membership

46
Professional Chapters

300
Student Chapters



Primary Specializations of ASID Members



MORE THAN
**23,000 ASID
MEMBERS**
ACROSS NORTH AMERICA

Design Practitioners
Industry Influencers
Students

Editorial Calendar



Jan/Feb

DESIGN IS THE FUTURE

- Learning from pandemics, recessions, & other crises
- Divisional homes versus open-plan concepts
- Accessible Dwelling Units & the WFH workforce
- Technology & the practice of design
- Materials: Paint & Color

Space reserve: 1/4

Ad materials due: 1/11

Ship Date: 2/2

May/June

DESIGN IS RESOURCEFUL

- The future of materials/product sourcing
- Transparency in materials & practice
- Multiunit/co-living design & amenity/assembly spaces
- The market for makers
- Materials: Lighting

Space reserve: 5/3

Ad materials due: 5/7

Ship Date: 6/1

Sept/Oct

DESIGN IS AN ONGOING EDUCATION

- Advanced degrees & certificates to enhance a design career
- Design education: Post-pandemic changes in how design is taught
- Classroom & campus design
- Design of dormitories
- Materials: Acoustics

Space reserve: 9/3

Ad materials due: 9/10

Ship Date: 10/5

March/April

DESIGN CONNECTS COMMUNITIES

- 3rd-party certifications & productive partner alignment
- Collaborative conceiving across design sectors
- Design & real estate working together
- Design districts beyond city limits
- Materials: Surfaces

Space reserve: 3/2

Ad materials due: 3/8

Ship Date: 3/30

July/Aug

DESIGN IS AN ESCAPE

- The future of business travel
- Outdoor dining & entertainment (commercial & residential)
- Vacation destinations & guest experiences
- Public & private transportation & transit hubs
- Materials: Textiles Indoors & Out

Space reserve: 7/2

Ad materials due: 7/9

Ship Date: 8/3

Nov/Dec

DESIGN IS NOSTALGIC & NEW

- Best practices for year-end business assessment & future planning
- Borrowing design ideas from period to period & coast to coast
- Stage & screen's influence on interiors
- Designers as client educators
- Materials: Kitchen & Bath

Space reserve: 11/2

Ad materials due: 11/8

Ship Date: 11/30

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

* Submit content for editorial consideration to jquail@iplusmag.com.

Print

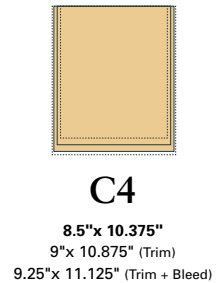
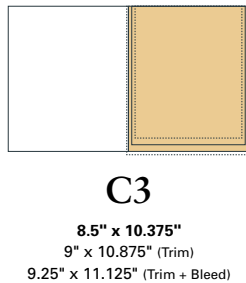
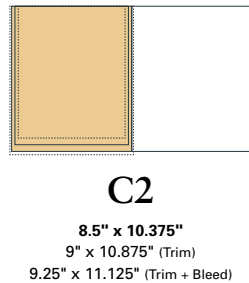
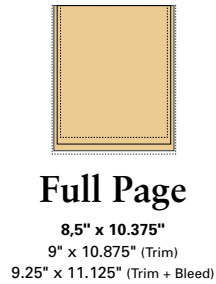
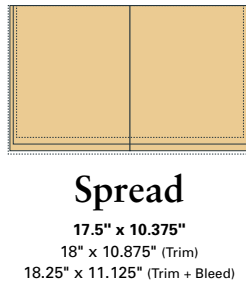
2021
Ad Rates

Rates (Net)	1x	2x	4x	6x
SPREAD	\$12,700	\$12,100	\$11,200	\$10,000
FULL PAGE	\$7,112	\$6,776	\$6,272	\$5,600
1/2 PAGE	\$3,810	\$3,630	\$3,360	\$3,000
1/3 PAGE	\$2,858	\$2,723	\$2,520	\$2,250
1/4 PAGE	\$2,223	\$2,118	\$1,960	\$1,750
Premium Positions				
C2	\$8,250	\$7,860	\$7,280	\$6,500
C3	\$8,000	\$7,630	\$7,050	\$6,300
C4	\$8,890	\$8,470	\$7,840	\$7,000

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

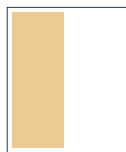
Print

2021
Ad Formats
& Specifications



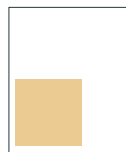
1/2 page

8" x 5"
Bleed not offered



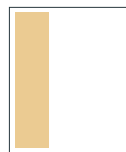
1/2 page

3.875" x 10.125"
Bleed not offered



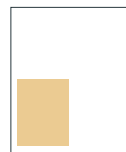
1/3 page

5" x 5"
Bleed not offered



1/3 page

2.5" x 10.125"
Bleed not offered



1/4 page

3.875" x 5"
Bleed not offered

Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred PDF/X-1a format.

Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.

To match the color expectations of advertisers, we require the PDF/X-1a file format and 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.

The publisher 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 the publication date and then destroyed unless otherwise requested in writing.

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.

Ad Submissions

Email to: Terri.Hill@EmeraldX.com
or

Send via www.wetransfer.com

Provide a SWOP proof that should be shipped simultaneously.

Ship To:

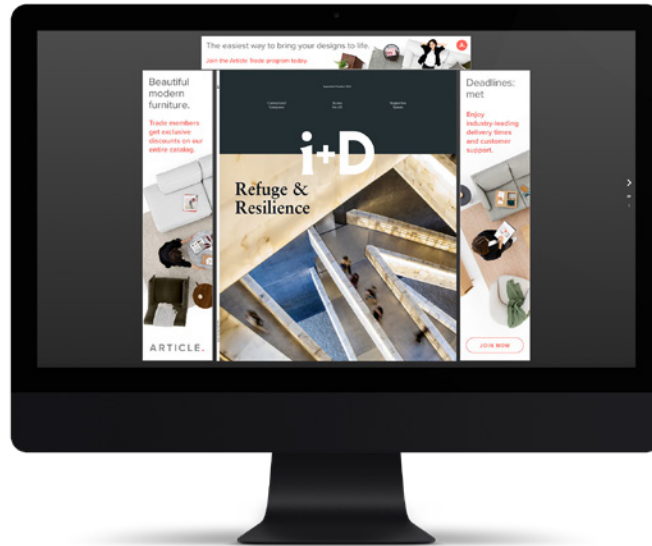
Terri Hill, Production Manager
1145 Sanctuary Pkwy, Suite 355
Alpharetta, GA 30009

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

i+D Digital Issue



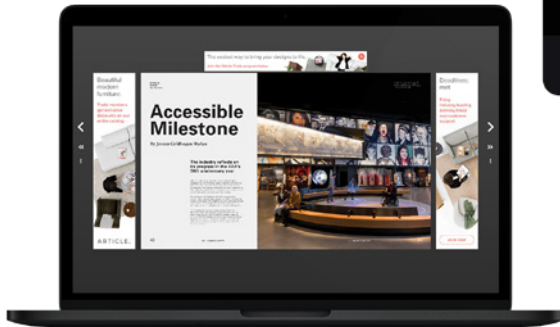
- **The *i+D* digital issue** is e-mailed to 25,000 design professionals and can be found on ASID.org

- **The ads follow the reader** from front to back cover and remain on the issue in perpetuity.

- **3 positions are available:**

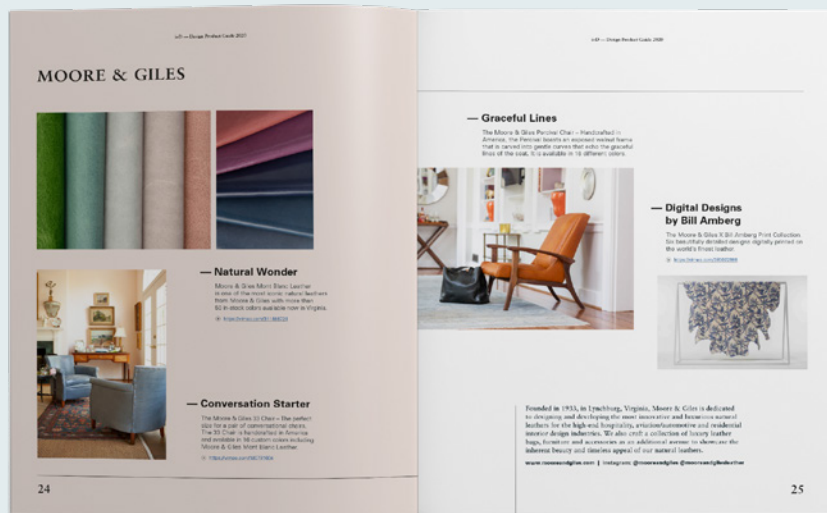
- leaderboard
- left hand skyscraper
- right hand skyscraper

- **Video content can be used.**



Design Product Guide

Digital Opportunities



Based on overwhelming requests from professional design members, **i+D Magazine** is publishing its second annual *Design Product Guide*!

This digital guide will help companies stay connected to our design community (ASID members) by showcasing their products and services to more than 25,000 designers, architects, and thought leaders.

The *i+D Design Product Guide* will be released at the end of August and will feature firms' latest and greatest products with direct links to their websites. There is also an opportunity for companies to feature video content. The guide will be distributed via e-mail and social media to all current subscribers and members, as well as archived on asid.org.

Digital Opportunities

Rates & Specifications

Items	Frequency	Rates	Specifications
<i>i+D</i> Editor's Letter	Every Other Month	Position 1 – \$1,500	630W x 115H
<i>i+D</i> Digital Issue	J/F, M/A, M/J, J/A, S/O, N/D	Leaderboard – \$1,000 Skyscrapers – \$1,000/each	728W x 90H 190W x 783H
<i>i+D</i> Design Product Guide	September	Advertorial Spread – \$2,000	Company Bio (75 words + company name, phone number, e-mail, URL, Instagram) 4 images (50 words per image including URL)
<i>i+D</i> Channel on asid.org	Monthly	Leaderboard – \$750 Skyscraper – \$750 Medium Rectangle – \$750	728W X 90H 300W X 600H 300W X 250H

Advertising Policy

Publisher's Protective Clause



ASID 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. 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 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 incurred 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.



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