The official bimonthly magazine of the American Society of Interior Designers (ASID) and the Interior Designers of Canada (IDC)

The American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC) have combined their respective magazines (ICON & D) to create i+D, a new North American design magazine with a broadened international perspective and reach. i+D will explore the heart of the design industry and offer unique viewpoints on design around the world.

i+D is published in partnership by Stamats Communications, Inc.
ABOUT ASID

The American Society of Interior Designers believes that design transforms 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 www.asid.org
ABOUT IDC

First established in 1972, Interior Designers of Canada (IDC) remains committed as Canada’s association for the interior designer profession. 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
ASID AUDIENCE

More than 25,000 ASID members across North America

Design Practitioners
Industry Influencers
Students

Our member’s areas of practice:

- Residential (single family): 67%
- Office/Branded Environment: 31%
- Hospitality: 21%
- Residential (multi-housing): 20%
- Healthcare: 18%
- Retail: 15%
- Education: 15%
- Government/Institutional: 14%
ASID AUDIENCE

25,000+
Total Membership

47
Professional Chapters

300
Student Chapters
IDC AUDIENCE

More than 5,000 IDC members across Canada

Design Practitioners
Industry Influencers
Students

Primary Specializations of IDC Members

- Workplaces: 35%
- Residential: 31%
- Other: 8%
- Public and Institutional Spaces: 5%
- Condominiums: 5%
- Restaurants, Bars and Clubs: 4%
- Healthcare: 4%
- Retail: 4%
- Hotels: 4%
IDC AUDIENCE

5,000+
Total Membership

9
Provincial Associations
SANITARY CERAMICS

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TRADITION

If it’s worth creating, it’s worth protecting!

Sorcerer casting a magical spell. Instead, you’ll discover something far more
tools of modernity. We’re all just people in search of the
where we live or what’s going on in the
world, we’re all just people in search of the

The cuisine, of course, but also the location, the people it will serve, and
points—physical, digital, and operational—to create not only spaces, but
dining experience at its heart should be designed for people and how they

SAKURA

Saskatchewan. “The topic is rather
heroes—Roger Federer—play). While
function and forward-thinking for which the
Duravit’s collections, its makeup boasts the same
innovation and forward-thinking for which the

MORRIS

“Let’s raise the level in some regions as well. In Oregon,
standing commitment to supporting diversity
resources for this issue’s succession
Based in New York, Barbara is—literally—

Kohler’s Modern Life toilet takes 70 percent
of maintenance and management of oil and
indicate not just when to flush or to turn on
and water volume, “ he says. “Instead of a
toilet and decide how much water you need. ”

On a daily basis, I’d say we should all get to
find solutions as we work through the
design challenges. But you don’t have to be Japanese to
find digital and operational solutions as we
work through the
design challenges. But you don’t have to

A product designed by Cosentino®

We bare ourselves in public settings. Nobody

Kati Curtis, ASID, LEED AP,
Associate AIA

Kathi Curtis, ASID, LEED AP,
Associate AIA

As long as we stand behind what we make, we stand a good chance of
surviving and growing.

So in the end, it’s not about casting spells or
enough passion and drive. And

Some may call it the age of magic, sorcery, or
tools of modernity. We’re all just people in search of the
where we live or what’s going on in the
world, we’re all just people in search of the

Another way of looking at it is

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JULY/AUGUST 2017

TECHNOLOGY MEETS TRADITION

HANNAH PHOTO

DAVID HARKNESS

GVIDA DESIGN

MORRIS

SAKURA

IMAGES: DURAVIT

Trusted Brand: Published
for the American Society of
Interior Designers (ASID)
+ Interior Designers of
Canada (IDC)

Audience: Members of
ASID+IDC — leading and
emerging practitioners
and industry influencers
interested in the latest
trends and industry news

Editorial: Provides strategic
guidance and inspiration
for a professional interior
designer, as well as insight
into the transformative
nature of design and
the business and design
knowledge that is essential
to the profession

Distribution: Distributed
among ASID+IDC
members throughout
North America and at
major industry events and
conferences

Additional Reach: The
digital issue is available
in English and French or
download the i+D Magazine
app on iTunes, Google Play,
or Amazon.

Contact: Tom Davies | Tom.Davies@stamats.com | 319.861.5173
CALENDAR

JANUARY/FEBRUARY – DESIGN PERSPECTIVE

• Small Cities, Big Design
• Be Original: The Industry’s Crusade to Combat Knockoffs
• Living by Design: Living/Dining Spaces
• Design Pulse: Austin
• Business of Design: See, Like, Buy: Design in the Digital Age

SPACE RESERVE  12/5/17
AD MATERIALS DUE  12/11/17

MARCH/APRIL – THE TRANSPORTATION ISSUE

• Hub of Design: Airports, train stations, subway terminals, transportation hubs of all kinds
• Planes, trains, and automobiles: interior designers taking on private jets, yachts and more
• Living by Design: The Home Office
• Design Pulse: Detroit
• Business of Design: Presentations in the Modern Age

SPACE RESERVE  2/5/18
AD MATERIALS DUE  2/9/18

MAY/JUNE – DESIGNED FOR ENTERTAINMENT

• Theatre/Club design
• Casino design
• Living by Design: The Outdoor Room
• Design Pulse: Vancouver
• Business of Design: Building Your Brand

SPACE RESERVE  4/5/18
AD MATERIALS DUE  4/10/18

JULY/AUGUST – DESIGN FOR THE AGES

• My Generation
• Historic Preservation/Adaptive reuse
• Living by Design: The Closet/Storage
• Design Pulse: Atlanta
• Business of Design: Educating the Next Design Generation

SPACE RESERVE  6/5/18
AD MATERIALS DUE  6/10/18

SEPTEMBER/OCTOBER – THE SCIENCE OF DESIGN

• Biology and the Built Environment
• Chemistry: The Material World and its impact on the planet
• Psychology: Color theory for home, office, healthcare and more
• Physiology: The current and future state of ergonomic design, circadian rhythms, and healthy offices and homes
• Living by Design: Bedrooms
• Design Pulse: Waterloo Region (Canada)
• Business of Design: The Importance of Leadership

SPACE RESERVE  8/6/18
AD MATERIALS DUE  8/10/18

NOVEMBER/DECEMBER – THE GREAT INTERIOR

• Small Spaces: Cities big and small are drawing bigger crowds than ever
• Living by Design: Kitchen & Bath
• Performance Textiles
• Design Pulse: Portland
• Business of Design: Licensing

SPACE RESERVE  10/5/18
AD MATERIALS DUE  10/10/18

*Dates and editorial content are subject to change at any time
*Submit content for consideration to editor@iplusdmag.com
## PRINT

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

* 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.
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://IandD.stamats.com
USER NAME: IandD
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 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 + 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.
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