



# INTERIOR DESIGN YEARBOOK

*The trend 'bible' and essential sourcebook for interior design professionals*

The Interior Design Yearbook is the ultimate source book, aimed specifically at interior designers, architects, specifiers and key buyers in the interior design marketplace. Oozing style and innovation throughout its pages, the book is an invaluable tool for every designer, providing its readership with the latest industry trends, predictions in the marketplace and a first class directory, filled with top spec products from across the globe. Contributing designers have

included Giorgio Armani, Tara Bernerd and Anouska Hempel; whose experience and insight into the interior design industry have proved invaluable to designers and suppliers alike. Published this summer, the yearbook is a direct, cost-effective and stylish way to reach and influence the marketplace, develop sales and promote product awareness. Used by top-level specifiers and contractors in the industry, interior designers and architects alike refer to the

yearbook as the number one in product sourcing and supplier information. The book is a favourite at Decorex and a consumer edition is available to purchase in all WHSmith stores across the UK, aimed at aspiring designers trying to break into the industry.

This edition will be introduced with a foreword by Jenny Gibbs, President of BIID, plus a host of other notable names from the world of interior design.



Showcasing the best projects of the year and demonstrating the trends and styles from the worlds leading interiors professionals.

## TARGET READERSHIP PROFILE

The Interior Design Yearbook is targeted to every professional Interior Designer throughout Britain, and sent directly to key decision makers at every interior design practice in the UK as well as the members of all the trade associations - enabling you to tap into the most lucrative and active buyers of interior products in the UK today. Covering commercial and domestic interior design specialists, our readers are constantly sourcing the latest products and trends. The Interior Design Yearbook is also available at Decorex, through Amazon, some leading quality book stores and is featured in the leading interior design and architecture press. A consumer version is sold throughout Britain through WHSmith and is hugely successful.

# UNIQUE SOURCEBOOK

The **Interior Design Yearbook** is used by more than **15,000 key decision makers** throughout the UK's interior design and architecture practices, ensuring a readership encompassing the *most important* decision makers within **your** target market. Our readers have the largest budgets in the UK sector, giving you the best platform to connect to your customers.

## CHAPTERS INCLUDE:

- **FOREWORD**

An Introduction to the year, by some of the world's most renowned design experts. This year Jenny Gibbs, BILD President will be offering her insight into the subjects surrounding the industry.

- **TRENDS & ANALYSIS**

From lighting to flooring, hotels to retail spaces- a host of well-known industry professionals discuss the key trends and on style features for 2009. The photo casebook also leads us through the best projects of last year.

- **THE GALLERY**

Page upon page of beautifully presented products for the year ahead.

- **YEAR PLANNER & DIARY**

What not to miss in the next 12 months - all the events and trade show dates for your diary.

- **SOURCEBOOK**

The contact details of every supplier a specifier needs in one very simple and comprehensive directory, including a gallery, showcasing on-trend and in-demand products for every interior application.

- **EXHIBITIONS & EVENTS**

A detailed diary of what not to miss in the next twelve months, including UK and overseas exhibitions, conferences and trade fairs.

- **COMPANY PROFILES**

An in-depth look at some of the best companies providing the most sought-after innovations from different areas of design.

## GETTING NOTICED:

**IDY** readers benefit from an in-depth and inspiring trends analysis from some of the industries most renowned designers; allowing readers to keep up-to-date with the newest developments and ideas in the sector; a stylish photo casebook, featuring the biggest and best projects from the past year; a comprehensive directory, listing a range of design-led products and services to the industry; an easy-to-use reference tool for interior professionals, which is categorized and alphabetized for complete usability; information on top events in the

marketplace and a beautiful gallery section, displaying some of the most desired product innovations as an aid to decision making. **IDY** advertisers benefit from stylishly designed coverage, placing their company/ product in the perfect spotlight for readers to see. The directory is set out in an easy to access format, designed for maximum exposure so that key figures in the industry can make their buying decisions efficiently and informatively. The layout allows for beautiful spread upon spread of design-led products and innovations, presented in a variety of ways to catch the eye of the reader.

The gallery section is a fantastic opportunity to showcase your products at their very best.



Trend reports from top designers provide an informative discussion point for fellow interior design experts.



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Hästens manufactures luxury, handmade beds that are regarded as being the highest quality in the world. All beds are handcrafted from 100% natural materials and are made to order, so bespoke sizes and unique requests can be fulfilled. The full range is available through the UK's three concept stores in London and Surrey.

Our expanded listings are simple, stylish and effective. For just £145, you will be placed in a section of your choice with a 50 word company profile.



## TESTIMONIALS:

**Armani/ Casa:** "We tasked The Interior Design Year Book 2010 team to increase the awareness of our New Bond Street store among their database of affluent readers. Introducing our new Textile Partner and Armani/Dada Kitchen Partner - They certainly managed it – exceeding our already high expectations. As well as successfully promoting Armani/Casa lifestyle Brand through the 2010 book, it is a pleasure working with the Onecom team, who are both professional and creative in equal measure."

**Anna Dodonova, Anna Casa:** "Being in the Interior Design Yearbook I essential for Anna Casa; it helps keep us front of mind with interior designers and is great exposure for the business. We also find the yearbook really helpful when working

with clients to help them source interesting items. The yearbook covers such a wide range of products and the compact format means it is kept handy at all times."

**Vanessa Brady, Chairman SBID:** "The handbook is the `must-have` guide for all professional interior design sourcing, I like the idea of the directory-style book punctuated with colourful visuals from the gods of professional suppliers and designers alike. It is interior design in a handbook, black and white with striking and subtle colour in a very sophisticated lay-out. I love it. It will be in every designers' kit."

**Iris Dunbar, Past President of BIID:** "The Interior Design Yearbook is a great resource for our industry as well as being an informed view to the public about interior design as a profession."

## ADVERTISING RATES

Colour DPS Co. Profile	£990
Colour DPS Advertisement	£1200
Full page colour	£690
Full page mono	£650
Chapter sponsorship	£650
Gallery (full page product shot)	£500
Half page colour	£490
Third page colour	£270
Cover positions	£poa
Expanded Entry	
Logo, Picture & 50 words	£145

## TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

## MECHANICAL DATA (mm)

	Bleed	Trim	Type
DPS	216x303	210x297	n/a
Full page	216x155	210x148	200x139
Half page (L)	n/a	105x148	95x139
Third page (P)	n/a	n/a	200x64

## ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

## CANCELLATION POLICY

- Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.
- A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement. A cancellation fee of 90% will be charged.
- A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of publications in and around the design market, including Commercial Interiors, Architects' Choice and Interior Design Today, Media One Communications provides its readers with on time, informative news across a variety of channels. From yearbook and magazine publications to a strengthening online presence, our evolution in the publishing sector has led us to be an industry leader in the product marketplace with a loyal customer base and dedicated reader relationship who return time and time again for knowledgeable, intelligent information, strengthening our stance in the sector.