

MEDIA INFORMATION: Interior Design Today



INSPIRE NEW BUSINESS

Interior Design Today targets readers across the board including designers, architects and specifiers within the industry. Connecting professionals with the product marketplace, IDT's team is dedicated to researching and sourcing the best in interior design news, bringing together the projects, products and people in the sector. With its on-trend design and inspirational feature spreads, IDT delivers the biggest and best projects from across the world, teamed with the very latest advances in product designs, from furniture down to the smallest design detail. A leading magazine in the interior products marketplace, IDT provides a comprehensive product guide for suppliers and insider knowledge, enabling our readers to make intelligent decisions.

TARGET READERSHIP PROFILE

Interior Design Today is *targeted* at **every** professional Interior Designer throughout Britain, enabling you to tap into the most lucrative & most active specifiers and buyers of interior products and services in the UK today. Covering commercial

and domestic interior design **specialists**, our readers are constantly *sourcing* the latest trends, new product and technology information. Whether working on a hotel chain refurbishment, or a penthouse apartment project, our readers are at the **heart** of the UK *professional* interior design sector.

64% INTERIOR DESIGN
18% FURNITURE
DESIGNERS
12% DESIGNERS &
ARCHITECTS
6% OTHER



INTERIOR DESIGN TODAY

IDT is committed to providing its readership with the best product magazine, providing top design, editorial, content and market awareness. While the design industry is constantly evolving, advertisers and readers alike can take confidence in our experience and ability in matching our product to the needs of the marketplace. Our inspired feature spreads and on-trend product design help deliver some of the biggest projects and best products in the industry.



DISPLAY ADVERTISING

Delivering a fresh and unique design with an informative approach, our comprehensive product galleries and news pages target the key decision makers within the sector and inspire new decisions and ideas based on the current market trends. IDT allows you to showcase your designs and deliver your sales message directly to specifiers and designers, with improved brand awareness, advertising response and an expanding customer portfolio.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include industry news, diary dates, exhibition show guides and reviews, new products, interviews and much more.

■ Please send your general press releases to idt@onecoms.co.uk, and feature specific (below) releases to vicky.bullivant@onecoms.co.uk

January - February

- Decorative Accessories
- Storage & Display

May - June

- Furniture
- Carpet, Rugs, and Flooring

September - October

- Home Appliances
- Beds, Bedding & Linens

March - April

- Furnishings, Fabrics, & Trimmings
- Kitchens

July - August

- Heating designs
- Shower Baths, Screens and Accessories

November - December

- Wall Finishes & Coverings
- Lighting

ADVERTISING RATES (EFFECTIVE AS OF 2011)

Display	1	3	6
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

Product placement (colour separation charge)

Picture and 50-200 word	£130
+ Logo	£30

Product showcase directory

Picture and 50-200 words (3 issue minimum)	£165
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Classified	1	3	6	12
Single colour centimeter	£15	£12	£10	£8

Web guide

6 Issues	£270	£45 Per Issue
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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	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

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 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 the Interior Design Yearbook, 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.



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