



ADVERTISE  
WITH US

BUILD YOUR BRAND  
CONNECT  
STAND OUT

**idc**

interior designers of canada  
designers d'intérieur du canada

Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

**5,000+** TOTAL NUMBER OF **IDC MEMBERS** ACROSS **CANADA**

**COMMUNICATIONS**

**337,472**

page views on [idcanada.org](http://idcanada.org)

1,512 Registered Members

700+ Other Members

524 Intern Members

1,715 Student Members

27 Regional Partners

18 National Partners

122 Local Partners

REACH YOUR AUDIENCE

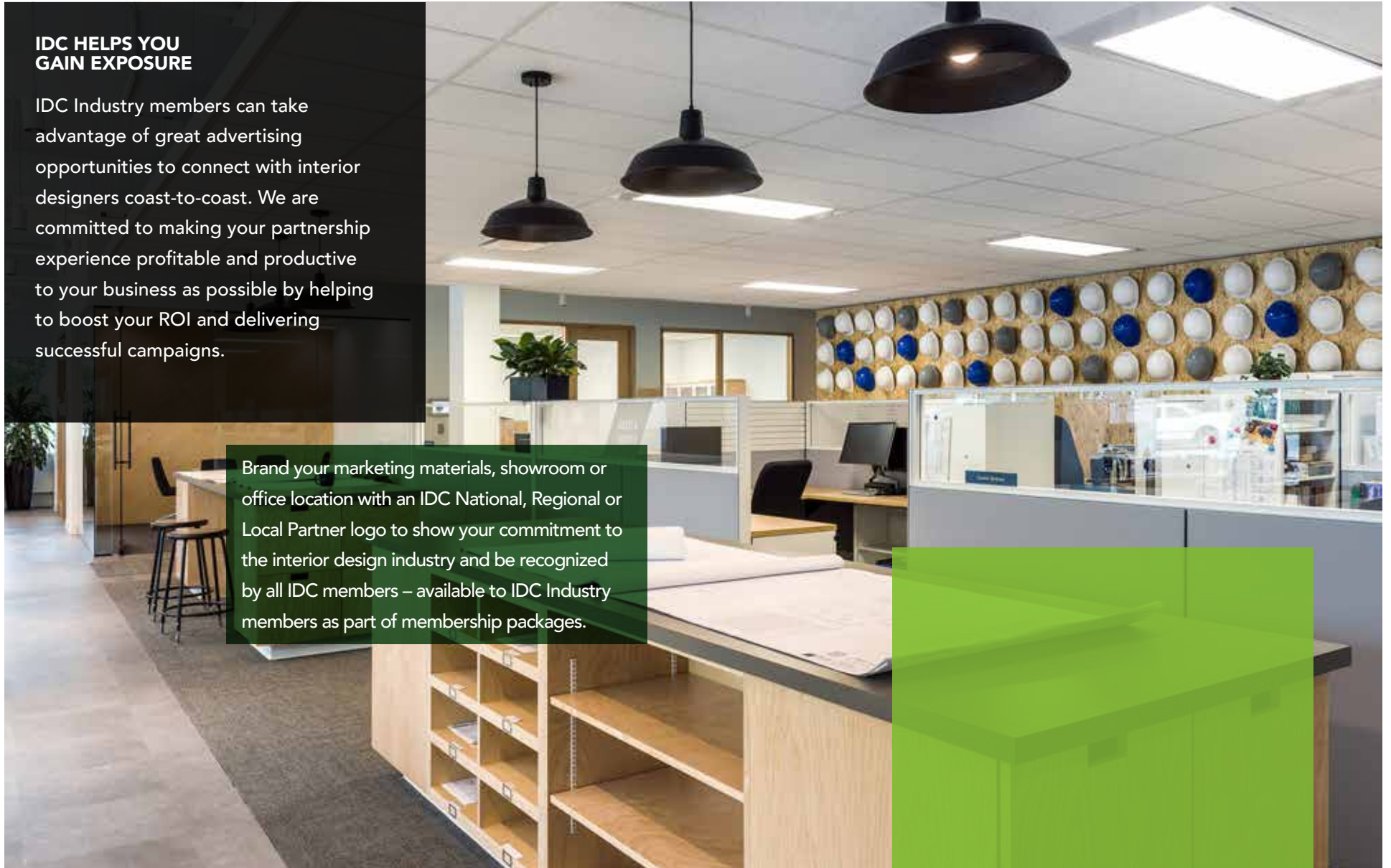
ABOUT IDC

## IDC HELPS YOU GAIN EXPOSURE

IDC Industry members can take advantage of great advertising opportunities to connect with interior designers coast-to-coast. We are committed to making your partnership experience profitable and productive to your business as possible by helping to boost your ROI and delivering successful campaigns.

Brand your marketing materials, showroom or office location with an IDC National, Regional or Local Partner logo to show your commitment to the interior design industry and be recognized by all IDC members – available to IDC Industry members as part of membership packages.

MEMBERS: Karl Koch & Lori Ryan • FIRM: Design 360 Inc. • PROJECT: Lindsay Construction • PHOTOGRAPHER: Chris Dickson, Halifax, Digital Imaging



OVERVIEW

If you have an upcoming event or product launch, use IDC's email broadcast program to invite or alert interior designers in your community. This e-blast announcement is sent to IDC's roster of members, making it the best way to get your information in front of your target market and increase your visibility.

### HOW IT WORKS

1. Purchase an e-blast online selecting your target market
2. Send in your e-blast content (HTML, JPEG or PNG) along with an engaging subject line, relevant hyperlinks and your preferred send date. Your file will be reviewed within two (2) business days
3. A test version of your e-blast will be sent to you for approval, then your e-blast will be scheduled and sent out
4. A report on open rates and click-through rate may be provided upon request

### DESIGN PACKAGE

IDC offers a basic design package to assist in creating your e-blast. When purchasing your e-blast through our

online payment form, select "Basic Design Package" from the list of options before proceeding with payment.

\*IDC reserves the right to announce blackout periods during the year when e-blasts cannot be sent due to event conflicts. All e-blasts include the following disclaimer: "This e-blast is brought to you through IDC's Email Broadcast program whereby companies may purchase an e-blast to be sent to IDC's roster of members. This list of members is controlled by IDC. Member information will not be shared with a third party."

# EMAIL BROADCAST PROGRAM

Craft your content and reach over 20,000 followers across IDC's social media platforms including Facebook, Twitter, Instagram and LinkedIn – available to IDC Industry members as part of membership packages.

SOCIAL MEDIA ACTIVITY		
	2019	2018
Facebook	6,254	5,990
Twitter	4,810	4,738
LinkedIn	6,948	6,031
Instagram	4,353	3,589
<b>TOTAL</b>	<b>22,365</b>	

### IDC'S WEEKLY NEWSLETTER - IDCOMMUNITY

IDC's aggregated source for industry and IDC news is delivered to over 5,000 members every week. The average open rate for this weekly e-newsletter is 53.61%, more than double the industry standard of 24.88%.

#### Advertising Options

- 1. Leaderboard Ad** • This premier position provides your company with top exposure and quality traffic.
- 2. Lower Leaderboard** • The lower leaderboard gives your company a prominent position right under the Leaderboard Ad.
- 3. Box Ad** • This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.
- 4. Callout Text** • Integrated into the body of the brief, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.

AD PRICING and Specs available on [idcanada.org](http://idcanada.org)

### IDCOMMUNITY

Open rate: 54%  
 Highest click rate: 10%  
 Average open rate: 27%

### HOME PAGE BANNER AD

The IDC home page is the most visited page on the website and has over 337,472 page views a year.

# ONLINE PRESENCE

Promote your upcoming event, seminar, or lunch-and-learn to all members across Canada through a listing on IDC's event calendar. The event calendar is the number one source for professional development and networking opportunities for interior design professionals in Canada.

**NEW THIS YEAR  
Marketing Opportunity for IDC Industry members**

Any event/program that is offered to IDC members free of charge and meets continuing education program eligibility criteria can be listed on IDC's online event calendar at no cost to the provider.

[idcanada.org/english/main/events.html](http://idcanada.org/english/main/events.html)

Postings are accepted at the discretion of IDC.

**EVENT CALENDAR BANNER AD**

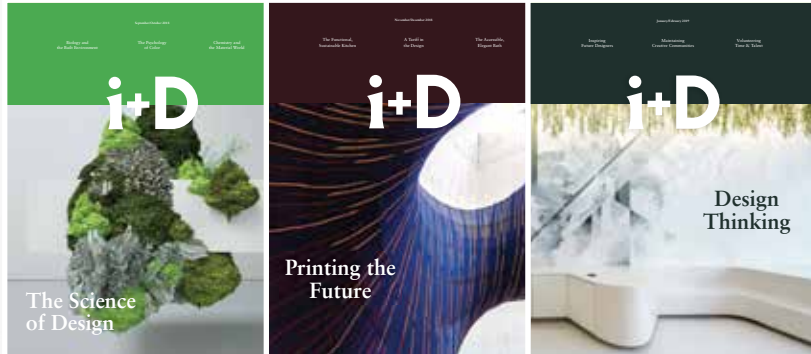
The IDC event calendar is the second most visited page on the website after the homepage and is the number one source for IDC members when it comes to professional development and networking opportunities.

The cost for a one month banner ad is \$500 for members and \$1,000 for non-members. For more information, please contact [industry@idcanada.org](mailto:industry@idcanada.org).

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EVENT CALENDAR

*i+D* is the international magazine published jointly by IDC and the American Society of Interior Designers (ASID), to more than 30,000 members across Canada and the U.S. Advertise with *i+D* and elevate your brand within the entire North American interior design community.



**Trusted Brand** Published by IDC & ASID

**Audience** Leading and emerging practitioners – members of IDC & ASID

**Editorial** Strategic guidance and inspiration for professional interior designers

**Distribution** Distributed throughout North America and at major industry events and conferences

**Additional Reach** English and French digital issue available on iTunes, Google Play, or Amazon (download app)

• *i+D* media kit available upon request.

*i+D* MAGAZINE



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