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

- 127 Local Partners
- 25 Regional Partners
- 16 National Partners
- 2,461 Industry Reps

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 as profitable and productive to your business as possible by helping 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.
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."
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.

**EVENT CALENDAR POSTING**
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.

**IDC CAREER CENTRE**
Find the right candidate for your firm or project.

IDC’s Career Centre listings are valid for three months from the posting date.

**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.
Craft your content and reach over 26,000 followers across IDC’s social media platforms including Facebook, Twitter, Instagram and LinkedIn – available to IDC Industry members as part of membership packages.

IDC’S NEWSLETTER
IDC’s aggregated source for industry and IDC news is delivered to over 5,000 members.

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.

AD pricing and specs available on idcanada.org

32% average open rate on IDCommunity newsletter

SOCIAL MEDIA & NEWSLETTER

**SOCIAL BY THE NUMBERS**

- **7,800+** Facebook followers
- **9,500+** LinkedIn followers
- **5,300+** Instagram followers
- **54%** highest impression rate
- **4,800+** Twitter followers
- **2%** average social media engagement rate (1.1% is industry average)
- **7,800+** total social media followers
- **24%** following growth in the last year
- **43%** growth over two years
- **5,000+** newsletter subscribers

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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.