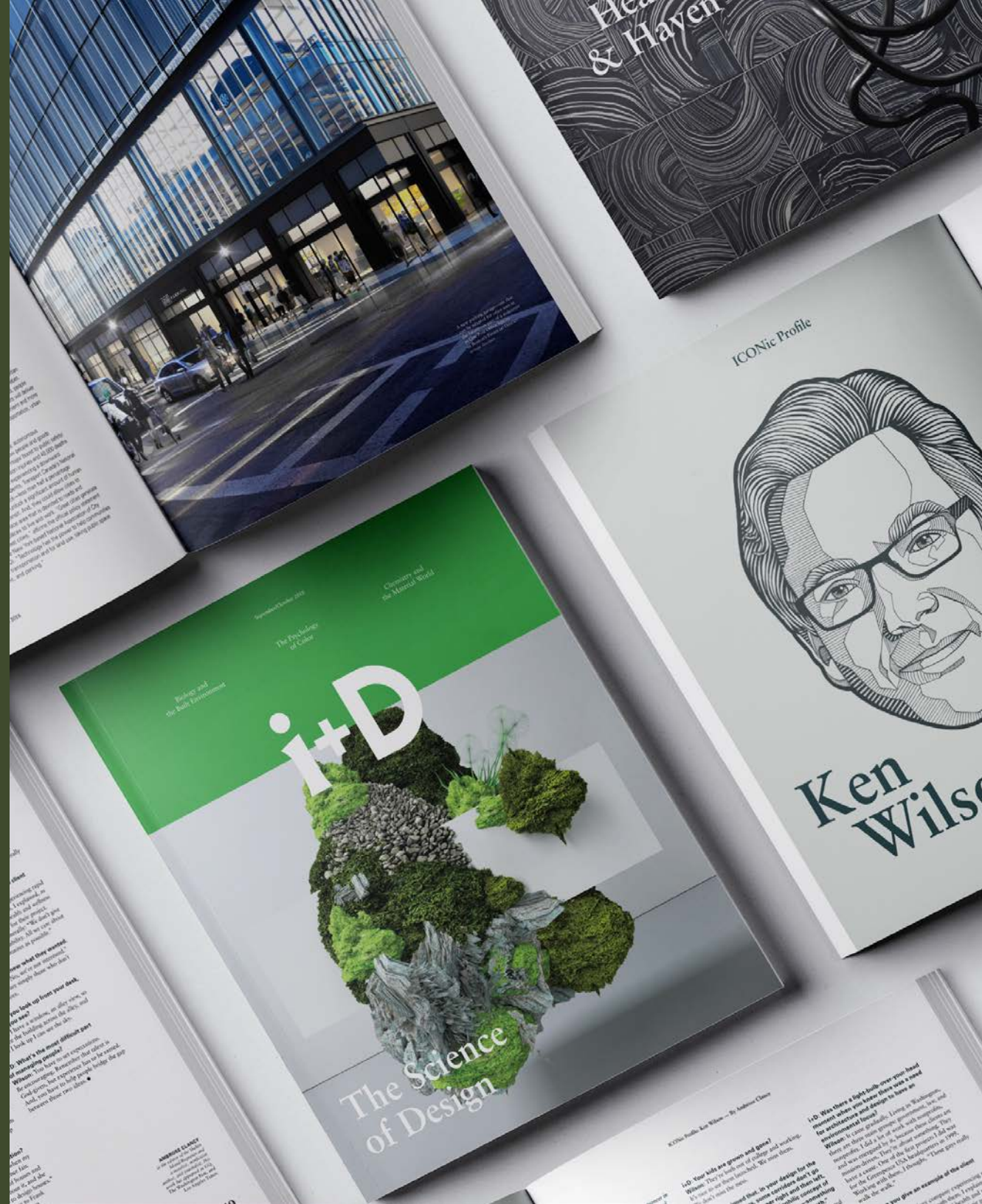
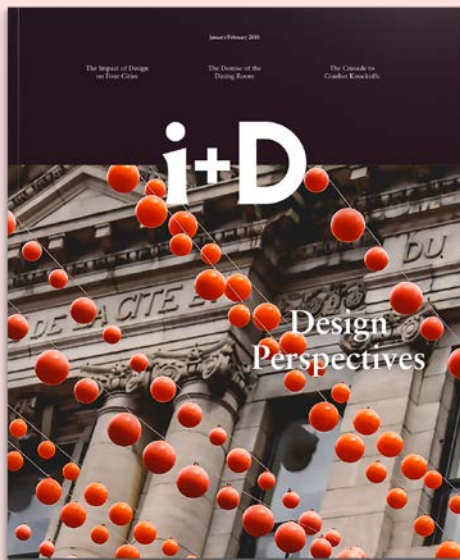


# i+D

## 2020 Media Planner



## The official bi-monthly magazine of the American Society of Interior Designers (ASID) and the Interior Designers of Canada (IDC)



*i+D* is a collaboration between the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC). It was created to usher in a powerful and unified voice for the North American design market and beyond and to raise the bar for what design professionals expect from a publication created with them in mind.

*i+D* has tackled topics like diversity and inclusion, the science behind today's interiors and materials, and design for health and wellness both at home and in the workplace, as well as designing for entertainment venues, hospitality experiences, retail, and more. The stories are developed to give the design field the voice it deserves in imperative conversations like the future of transportation and the design of our cities, the preservation of the historic built environment, and design for the ever-changing definition of home and family.

Each issue of *i+D* impresses upon readers why a designer's work is not simply beautiful, it's impactful. It tells the stories behind the designs and puts the spotlight on the critical and creative minds behind today's design talent and the transformative work they do on a daily basis.

*i+D* received an Honorable Mention for Overall Editorial Excellence in the 2019 Folio: Eddie & Ozzie Awards.

# Jennifer Quail

Editor-in-Chief  
of i+D

Jennifer has spent 20 years covering interior design, furnishings, and more for magazines in New York, Los Angeles, and now Washington, D.C., where she serves as Editor-in-Chief of *i+D*, the magazine for the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC). Her work has appeared in various publications, including *Luxe Interiors + Design*, *Western Interiors + Design*, *FORM*, and *ASPIRE Design & Home*, as well as on *Houzz.com* and *About.com*, where she served as Home Furnishings Expert. Prior to working at ASID National headquarters, she served on the Board of Directors for the ASID New York Metro chapter and also as editor of both the New York Metro and New Jersey chapter magazines.

Throughout her career, Jennifer has been continually struck by the endless ways design effects our daily lives and experiences and is excited to bring her passion for the subject to the pages of *i+D*. She earned a Bachelor's degree in Communications from Drexel University and has taken assorted design classes covering theory, practice, and history, at Parsons School of Design, New York University, and Sotheby's Institute of Art.



# Advertise

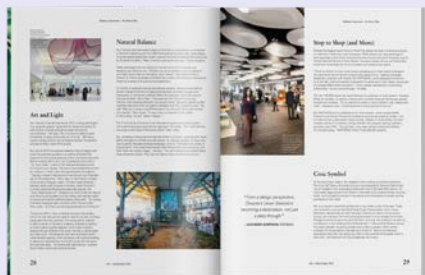


*i+D* Magazine will present your brand, services, and products to members of the design community who have specifying power and who are eagerly looking forward to learning about them.



**Distribution:** *i+D* Magazine is the official bi-monthly publication of the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC), giving you access to 30,000 design professionals and industry influencers across North America who work in all areas of commercial and residential design.

**Additional Reach:** *i+D* Magazine is distributed at industry trade shows, events, and conferences throughout North America. The digital issue component is produced in both English and French, and the *i+D* Magazine app is available for download on iTunes, Google Play, or Amazon.



**Contact: Michelle Gerli, Advertising Director**  
Office: 202.675.2367 | Cell: 203.921.9855  
mgerli@asid.org

# About ASID



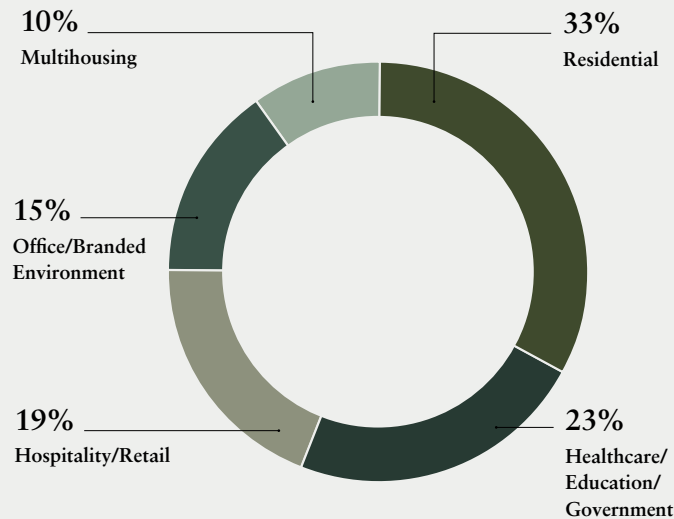
The American Society of Interior Designers believes that design impacts lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers 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 24,000 members engaging in a variety of professional programs and activities through a network of 46 chapters throughout North America. **Learn more at [asid.org](https://asid.org).**

# ASID Audience

**Primary Specializations  
of ASID Members**



MORE THAN  
**24,000 ASID  
MEMBERS**  
ACROSS NORTH AMERICA

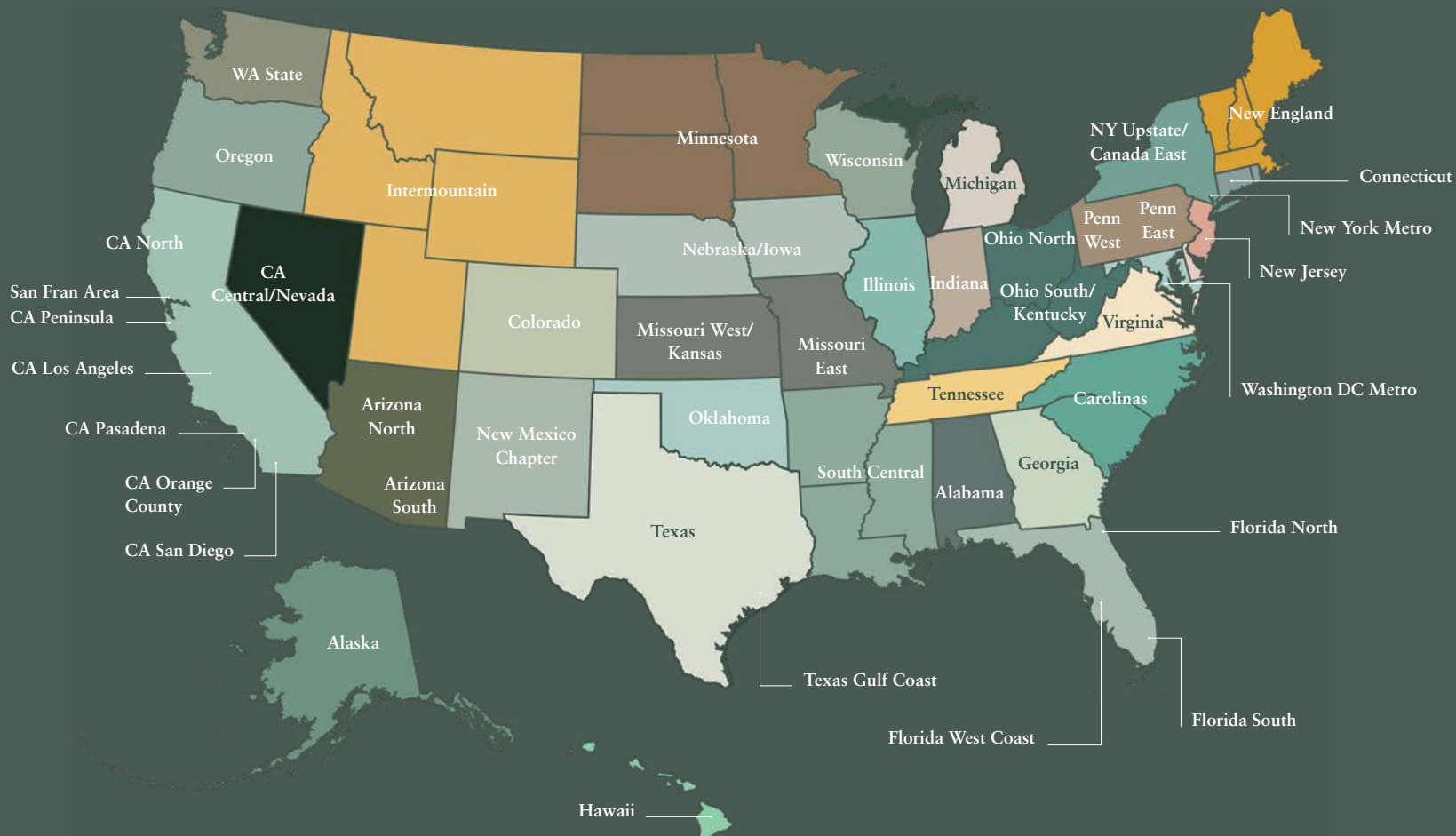
Design Practitioners  
Industry Influencers  
Students

# ASID Audience

24,000+  
Total Membership

46  
Professional Chapters

300  
Student Chapters





# About IDC

Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession, representing more than 5,000 members, which include interior designers and related professions at all levels of experience and areas of practice such as retail, commercial, health care, institutional and residential design, as well as manufacturers and suppliers who provide products and services for interior design projects and firms.

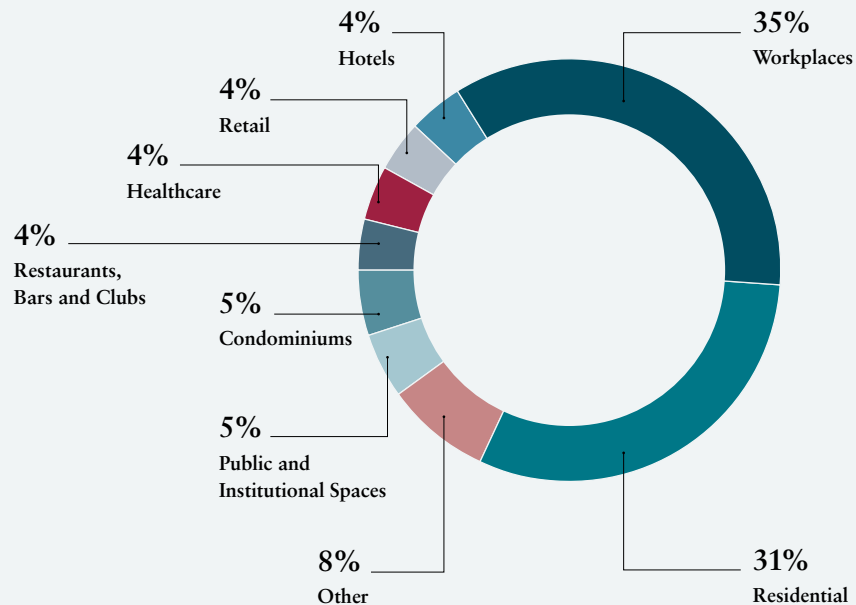
As the national advocacy body for the interior design profession in Canada, IDC remains committed to delivering high quality services and products that provide measurable benefits for members at every stage of their career, as well as advocating to government and the wider business community on behalf of Canada's talented interior design industry. [Learn more at idcanada.org](http://idcanada.org).





# IDC Audience

**Primary Specializations  
of IDC Members**



MORE THAN  
**5,000 IDC  
MEMBERS**

ACROSS CANADA

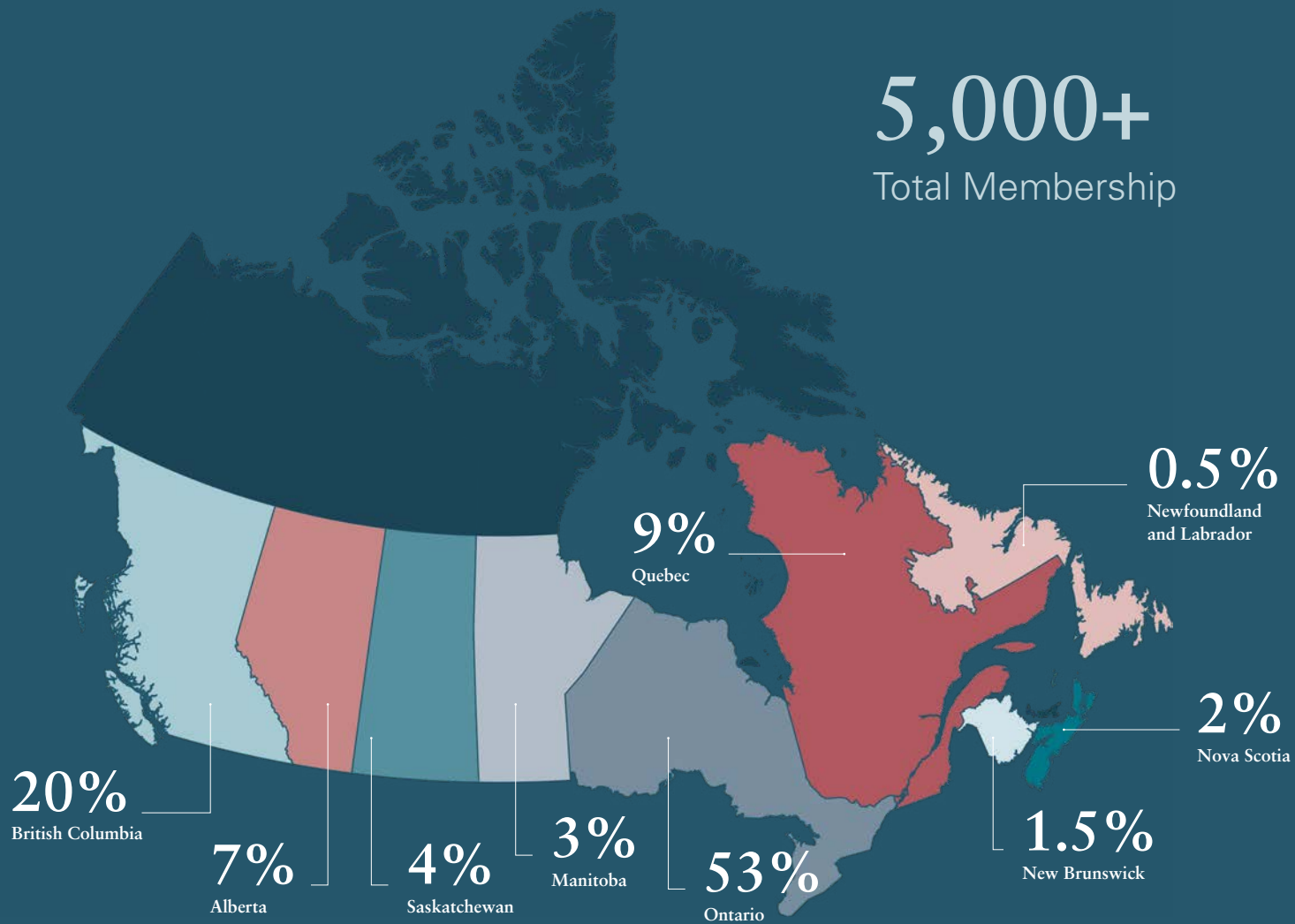
Design Practitioners

Industry Influencers

Students

# IDC Audience

5,000+  
Total Membership



# Editorial Calendar



## Jan/Feb

### POLITICS & DESIGN

- Design of Presidential Libraries
- Design of Legislative Buildings
- The Making of a Design Movement
- Design Advocacy & Legislation
- Politics, Ethics, & Your Daily Design Business

Space reserve: 1/6/20

Ad materials due: 1/13/20

## May/June

### URBAN SPRAWL

- Next Neighborhoods – Design's Major Role in Urban Sprawl
- Cultural Hubs in the Suburbs
- The Rise & Fall of the White Picket Fence
- Green Cities – The Lure of Urban Landscaping
- Design Hubs – Designers/Creatives Transforming Cities Large & Small
- Codes & Zoning

Space reserve: 04/06/20

Ad materials due: 04/13/20

## Sept/Oct

### DESIGN FOR SOCIAL CHANGE

- Design of Prisons & Correctional Facilities
- Design of Homeless & Women's Shelters
- Design for Disaster Relief
- Design for Public Housing
- Showhouses & Designing for Charitable Causes
- 30th anniversary of the ADA

Space reserve: 08/06/20

Ad materials due: 08/13/20

## March/April

### DESIGN CHANGES THE CLIMATE

- The Greening of Design Businesses – Design/Architecture/Manufacturing
- Green/Healthy Real Estate Development
- Product Designers as Sustainable Innovators
- Design for a Better World
- Organic/Sustainable Design Standards

Space reserve: 02/06/20

Ad materials due: 02/13/20

## July/Aug

### HEALTH & FITNESS

- Design of Day Spas & Wellness Retreats
- Design of Gyms & Fitness Centers
- Wellness Travel & Resorts
- Residential/At-home Spas
- Financial Health: Recession-proofing your Design Business

Space reserve: 06/08/20

Ad materials due: 06/15/20

## Nov/Dec

### CRAFT & CULTURE

- Going Local – Consumers & Design Companies Favoring Local Artisans & Suppliers
- Global Support – Design Pros Giving Back to Global Craftsmen & Artisanal Communities
- Organizations/Associations that Support & Protect Global Craft Communities
- Diversity Via Design Decisions
- The New NAFTA (USMCA) & What it Means for Design

Space reserve: 10/05/20

Ad materials due: 10/12/20

\* Dates and editorial content are subject to change at any time.  
\* Submit content for consideration to [jquail@iplusmag.com](mailto:jquail@iplusmag.com).





# Print

## 2020 Ad Formats & Specifications

### Showroom Advertising Section

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.

### Digital Advertising Specifications

Ad materials are to be supplied as digital files in the preferred PDF/X-1a format.

Create one PDF/X-1a file per ad or ad page; spread ads must be submitted as two single page files.

To match the color expectations of advertisers, we require the PDF/X-1a file format and SWOP proof for each ad submitted.

Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees.

The publisher is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following the publication date and then destroyed unless otherwise requested in writing.

### Ad Submissions

Email to: [terri.hill@emeraldexpo.com](mailto:terri.hill@emeraldexpo.com)  
or

Send via [www.wetransfer.com](http://www.wetransfer.com)

Provide a SWOP proof that should be shipped simultaneously.

Ship To:

Terri Hill, Production Manager  
1145 Sanctuary Pkwy, Suite 355  
Alpharetta, GA 30009

### Proofing Requirements

A SWOP certified proof is required for all color ads.

Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only.

Visit [www.swop.org](http://www.swop.org) for a complete list of current certified proofing options.

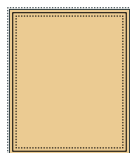
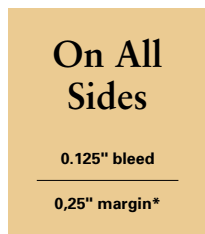
When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

### 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.

# Print

2020 Ad Rates  
& Specifications



## Full Page

8.5" x 10.375"  
9" x 10.875" (Trim)  
9.25" x 11.125" (Trim + Bleed)

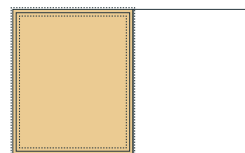
1x – \$7,433  
2x – \$7,055  
4x – \$6,311  
6x – \$5,648



## Spread

17.5" x 10.375"  
18" x 10.875" (Trim)  
18.25" x 11.125" (Trim + Bleed)

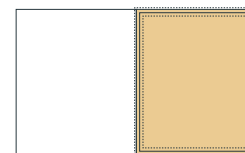
1x – \$13,002  
2x – \$12,347  
4x – \$11,048  
6x – \$9,888



## C2

8.5" x 10.375"  
9" x 10.875" (Trim)  
9.25" x 11.125" (Trim + Bleed)

1x – \$9,070  
2x – \$8,693  
4x – \$7,949  
6x – \$7,114



## C3

8.5" x 10.375"  
9" x 10.875" (Trim)  
9.25" x 11.125" (Trim + Bleed)

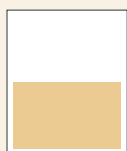
1x – \$9,070  
2x – \$8,693  
4x – \$7,949  
6x – \$7,114



## C4

8.5" x 10.375"  
9" x 10.875" (Trim)  
9.25" x 11.125" (Trim + Bleed)

1x – \$9,323  
2x – \$8,945  
4x – \$8,201  
6x – \$7,339



## 1/2 page

8" x 5"  
Bleed not offered

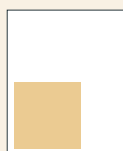
1x – \$4,723  
2x – \$4,484  
4x – \$4,018  
6x – \$3,595



## 1/2 page

3.875" x 10.125"  
Bleed not offered

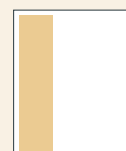
1x – \$4,723  
2x – \$4,484  
4x – \$4,018  
6x – \$3,595



## 1/3 page

5" x 5"  
Bleed not offered

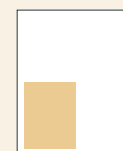
1x – \$3,564  
2x – \$3,388  
4x – \$3,035  
6x – \$2,716



## 1/3 page

2.5" x 10.125"  
Bleed not offered

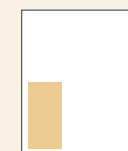
1x – \$3,564  
2x – \$3,388  
4x – \$3,035  
6x – \$2,716



## 1/4 page

3.875" x 5"  
Bleed not offered

1x – \$2,732  
2x – \$2,594  
4x – \$2,317  
6x – \$2,074



## 1/6 page

2.5" x 5"  
Bleed not offered

1x – \$2,141  
2x – \$2,027  
4x – \$1,813  
6x – \$1,622

Industry partners, National Industry Partners, and sponsors  
across all levels receive a pre-negotiated discount.

\* 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.

# 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 and 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 incurred 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.





# Contacts



## Jennifer Quail

*i+D* Editor-in-Chief

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416.649.4438