

DESIGN  
**INSIDER**  
THE INSIDE TRACK ON COMMERCIAL INTERIORS

Supported by

**BCFA**

## MEDIA PACK 2018



## About us

DESIGN INSIDER is the leading online magazine focusing on the contract furnishing industry. It aims to inspire and promote innovation and celebrate the people breaking the boundaries of design.

We aim to be a leading voice within the design world, promoting British design and manufacturing, while also looking internationally to report on the trends that help shape our future.

In partnership with the British Contract Furnishing Association (BCFA), Design Insider helps promote the products and projects that it's members are involved with.

## Our Readers

Design Insider readers are populated by the A&D community and specifiers within contract design, ranging from leading interior design firms, architectural studios, boutique hotel owners and hotel groups.

**8,000** subscribers to the Design Insider Newsletter

**9,000** unique visitors to Design Insider Live every month

**2,500** unique visitors to the Design Insider Directory

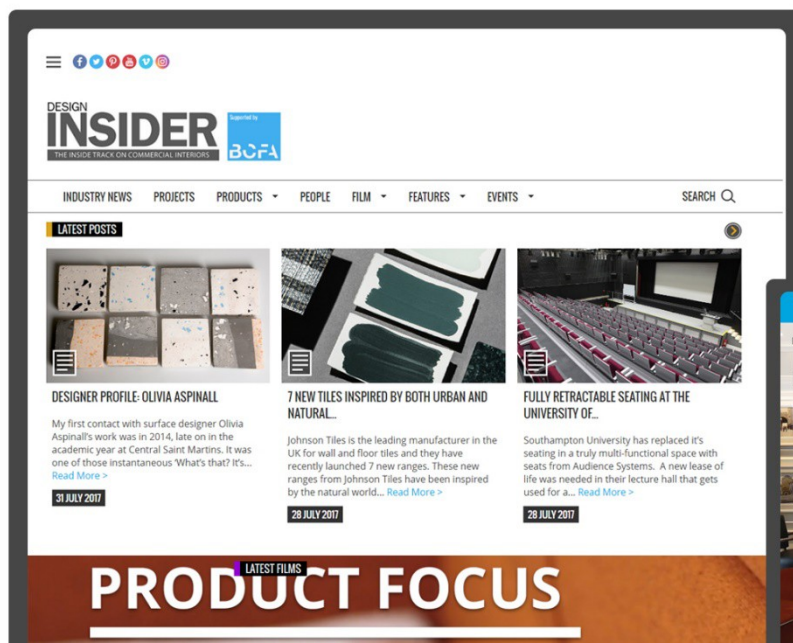
**60% Female / 40% Male**

**34% Aged 25-34**

**64% UK**

**26% Europe**

**11% US**



## Our Features

As a BCFA member we want to support and promote you the best way we can, after reaching out to our readers and your clients we have constructed a set of features that will showcase your brand in the best way possible.

### Designer Q&A

An interview with your design team or collaborating designer is a fantastic way to show the personality behind the product and brand, adding that human element that is often missed.

*Design Insider can construct the interview over email or by phone whatever is the interviewee provocative.*

### Case Study

Completed a project you want everyone to know about? let us know and we can put together a case study article involving the interior designer and the end client.

### Creative Space

In this series we explore spaces which inspire. Interviewing a member of your design team about an interior or exterior space that inspires them.

### Product Watch

Want to shout about a new product launch? this is how to do it. We interview the design team behind the product asking about the concept and inspiration.

### Factory/Studio Tour

Give your clients the opportunity to look around the spaces in which your products are designed and built, showcasing the skill and craftsmanship of your workforce.

### Designers Muse

In this series we explore the inspiration behind a product with an interview with the designer, following the design from concept to manufacturing.

### Sketch Series

In this series we invite designers to draw in front of the camera talking us through their initial concepts and inspiration, this short feature is great to use on our social media channels.

# Editorial Calendar

## JANUARY

Theme: **Future**  
Material: **New Materials**  
City: **Paris**  
Event: **Maison et Objet, Heimtextil**

## FEBRUARY

Theme: **Surface**  
Material: **Paper**  
City: **Stockholm**  
Event: **Stockholm Design Week, Surface Design Show**

## MARCH

Theme: **Eastern Design**  
Material: **Ceramic**  
City: **Dubai**  
Event: **Design Shanghai, INDEX Dubai**

## APRIL

Theme: **Design Revolution**  
Material: **Glass**  
City: **Milan**  
Event: **Salone del Milano**

## MAY

Theme: **Emotion**  
Material: **Concrete**  
City: **Clerkenwell**  
Event: **Clerkenwell Design Week**

## JUNE

Theme: **Workplace**  
Material: **Plastic**  
City: **Dublin**  
Event: **BCFA Dublin Open, NeoCon, New Designers Part 1**

## JULY

Theme: **What's Next? (Graduate)**  
Material: **Paint**  
City: **Bristol**  
Event: **New Designers Part 2**

## AUGUST

Theme: **Outdoors**  
Material: **Cork**  
City: **Barcelona**  
Event: -

## SEPTEMBER

Theme: **Process**  
Material: **Wood**  
City: **London**  
Event: **London Design Festival**

## OCTOBER

Theme: **Heritage**  
Material: **Wool**  
City: **Berlin**

## NOVEMBER

Theme: **The New Hotel** Material: **Leather**  
City: **New York**  
Event: **Sleep, BDNY**

## DECEMBER

Theme: **2018**  
Material: **Metal**  
City: **Leeds**  
Event: -

# Video Opportunities

Video is an extremely powerful way to showcase your products, projects and services and is becoming the leading way to interact with viewers online. Video is projected to be 80% of all internet traffic by 2018, there has never been a better time to start producing high quality and creative content.

Across social media you see news feeds filled with video content. Design Insider is unique in its approach creating engaging videos such as designer interviews, case studies, Q&As and short feature videos.

We hope that you will join us in creating something special and being a part of our journey.

Design Insider have partnered with Cube Video, who are a full-service video production and animation company that serves UK, Europe and Worldwide projects. Cube specialise in producing creative storytelling content for businesses, brands and manufactures for online and social media to showcase and educate their audience about their brand, products, services, clients and events.

Following a long-standing relationship with the BCFA and Design Insider, Cube video and the BCFA are pleased to offer a range of video services to BCFA members at a special rate.

## We will provide:

- Concepts and storyboarding
- Question creation if required
- Voiceovers if required
- Organisation and scheduling of filming
- One to two days filming with 2-3 crew members with filming cameras, lighting and sound equipment
- Interview with team member to create narrative if required
- Post production to produce a video up to 3 minutes in length for approval
- Up to 2 sets of changes
- Final video in the required format
- Instagram Social Media version
- Royalty free music





# Advertising

Design Insider offers a range of possibilities when it comes to reaching our global audience. This section provides details of the advertising opportunities with Design Insider Live.

*Please note that BCFA Members receive a special rate for all advertising.*

## #1 - HERO BANNER

768 x 200 pixels  
17,000 impressions

## COST

**£500 per month**

## BCFA MEMBER COST

**£400 per month**

## #2 - SIDE BANNER

340 x 340 pixels  
17,000 impressions

**£360 per month**

**£260 per month**

## #3 - NEWSLETTER BANNER

700 x 238 pixels  
8,000 subscribers

**£180 per week**

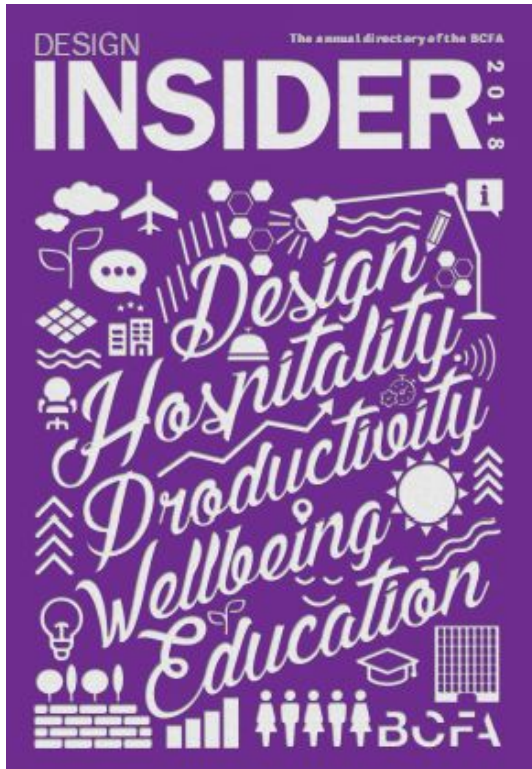
**£100 per week**

*All artwork must be provided in JPEG or GIF format a week before the launch date.*

*To book advertising or to discuss a campaign please contact;  
**Meg Vockins on 01494 896790 or [meg@thebcfa.com](mailto:meg@thebcfa.com)***

# Print Advertising

DESIGN INSIDER is the annual guide to British contract interior design and is published by the British Contract Furnishing Association. This beautifully designed publication is produced to the highest editorial standards and showcases BCFA members to the commercial interior design and furnishing market in the UK and worldwide.



**Advertising in this publication is available to members only, prices start at £550. For further information and a full media pack, contact [Mary@thebcfa.com](mailto:Mary@thebcfa.com)**

## Targeted readership

DESIGN **INSIDER** is sent to a meticulously researched audience of 3500 specifiers who work in larger organisations across all contract interior specifier markets: hotel, education, leisure, health, office and international residential industries

## Essential reading

High quality relevant editorial written by industry experts

## Supportive advertising environment

Beautifully produced publication with contemporary design

## UK distribution

Targeted circulation to named interior design and furnishing specifiers in the UK

## International distribution

Available worldwide at leading events. Digital edition forwarded to registered international recipients.  
Available from the BCFA website

## 12 month return on investment

Unique reference guide that generates awareness and response over a 12 month period.

The Design Insider Directory is a brilliant tool to help inspire designers/specifiers to find products our BCFA members supply.

Every BCFA member gets a free basic profile as standard. But there is an opportunity to upgrade to a 'featured' profile that offers so much more.

Check out the website at [www.thebcfa.com/product\\_finder](http://www.thebcfa.com/product_finder)

### Benefits of a featured membership:

- Your company profile will show up higher in the search function on the Directory
- Any product or project posts on Design Insider Live will link through onto your page
- Product icons that can link through to your product pages on your website
- You can add your pdf brochures
- You can add which events/exhibitions you will be showcasing at
- You can have a gallery of up to 6 images on your profile

**Cost: £300 + VAT**

To upgrade your profile contact Meg Vockins on [meg@thebcfa.com](mailto:meg@thebcfa.com)

The screenshot displays the Design Insider Directory website with the Morgan Furniture profile featured. The profile includes a header with the Morgan logo, a navigation menu (HOME, PROFILES, MAGAZINE, THE BCFA, CONTACT), and a search bar. Below the header is a large image of a modern lounge area. The profile section is titled 'Morgan' and features a row of product categories: SOFAS, ARMCHAIRS, CHAIRS, COFFEE TABLES, CONSOLE TABLES, DINING CHAIRS, DINING TABLES, LIVING CHAIRS, and MODULAR SOFAS. A 'CONTACT' button is also present. The 'ABOUT MORGAN' section describes the company as a wholly British, design-oriented business. The 'CATALOGUES' section features 'The Grey Book'. The 'OUR LATEST PRODUCTS' section highlights 'UNDERLYING GEOGRAPHY: MORGAN GIVE INTO THEIR DYNAMIC DESIGNS FOR COWI', 'PRODUCT WATCH: MORGAN'S HAVANA CHAIR', 'MORGAN INTRODUCES "VALENCIA" - A MODULAR SOFA SYSTEM', and 'PRODUCT WATCH: LAPTOP TABLES BY MORGAN'. The 'OUR LATEST PROJECTS' section features 'PRODUCT WATCH: MORGAN'S HAVANA CHAIR', 'TAKE A SEAT WITH MORGAN AT THE CLAYTON CHICKWICK HOTEL', 'UNIQUE BRITISH ELEGANCE - THE CHAMPIONS' ROOM AT WIMLEEDON', and 'MORGAN: CAPITAL HEALTHCARE, THE SHARD'. The 'FIND US AT' section lists events: CLERKENWELL DESIGN WEEK (23 May 2017, Clerkenwell, London), THE LONDON DESIGN FESTIVAL (16 Sep 2017, London), designjunction (20 Sep 2017, King Cross, London), and SLEEP (21 Sep 2017, Business Design Centre, London).



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**VISIT US ON**  
**[www.designinsiderlive.com](http://www.designinsiderlive.com)**