

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

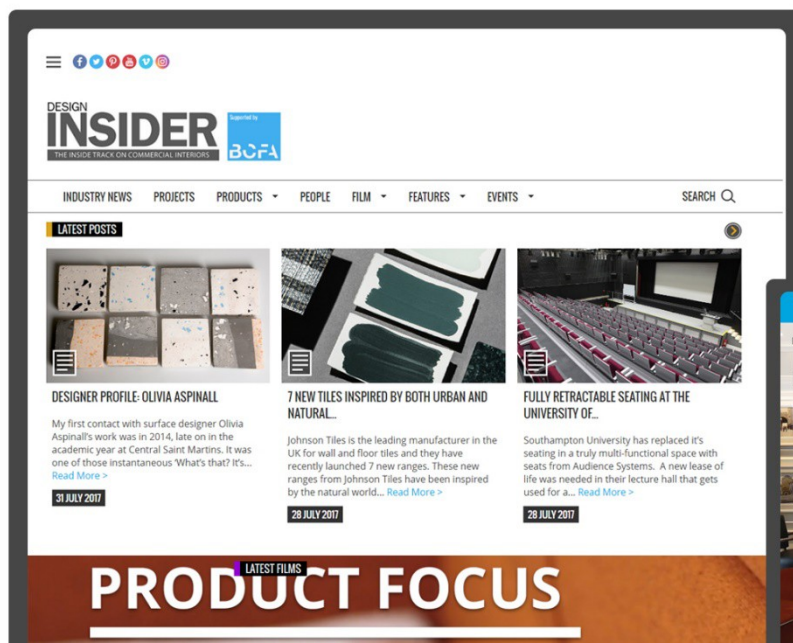
60% Female / 40% Male

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.

**Can also be featured on Design Insider as a short film, see pages 8-9.*

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.

**Can also be featured on Design Insider as a short film, see pages 8-9.*

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.

**Can also be featured on Design Insider as a short film, see pages 8-9.*

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.

**Can also be featured on Design Insider as a short film, see pages 8-9.*

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**
Event: **BCFA Manchester Open**

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



Types of films we can provide:

Manufacturing / Factory Tour

£3,500

Let designers explore your factory and tell the story behind your products.

Product Focus

£3,000

Tell the story behind one design from design to manufacture, interviewing the designer behind the design

Event Coverage

£1,000

Launching a new product at a show? Interview the designer at the show and send out the film to everyone that missed you.

Case Study

£3,500

Showcase your latest projects to end users and designers.

Behind the Scenes

£3,500

Create a buzz around your latest product launch, showing behind the scenes of the photoshoot

Company overview

£5,500

Tell your company story to your customers, showing every aspect of your company, from design to finished projects.

Bundles of these films can be made to create more affordable options

All films made will be owned by you but will also be featured on Design Insider Live and promoted through our social media channels.

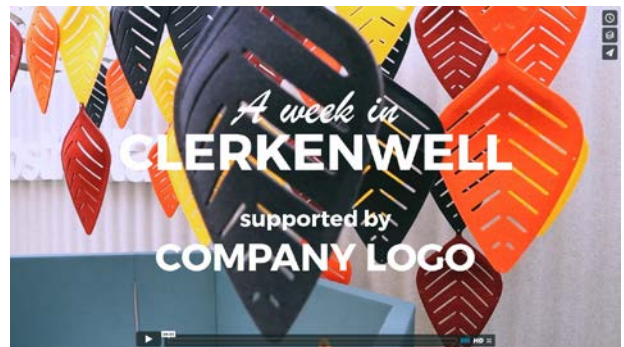
Event Highlight Sponsorship

Throughout the year Design Insider covers some of the biggest trade shows in design calendar, including Stockholm Design Week, Salone del Milano and Clerkenwell Design Week. As a BCFA member you have the opportunity to sponsor our event highlight films and get your logo seen by thousands of end users.

Our event highlight films are our most watched films, with viewing figures on average reaching 2,500 for each film. 2017 saw our Clerkenwell Design Week and Salone del Milano highlight films reach 20,000 views with the films capturing the very best moments of the show.

You will receive:

- Your logo will be placed at the start and end of the video, and will also be included in the text introduction with a link to your website.
- The video will be sent out to all press contacts and will be shared by the show's marketing team post event.
- Your logo will also be shown on any film created during the show including interviews with designers.



Cost £1,500

Material Documentary Sponsorship

For 2018 Design Insider will be putting together a special set of films each exploring the material of the month, the short documentary will explore new interpretations of materials and will inspire designers to look at the focused material in a new light.

By sponsoring an episode in the documentary, you will receive:

- Your logo will be placed at the start and end of the video, and will also be included in the text introduction with a link to your website.
- The video will be shared to all 8,000 subscribers on the Design Insider database
- You will have the opportunity to put forward a product to be mentioned in the short documentary



Cost: £1,500

For more information please call 01494 896790 or email Sam Prosser on sam@thebcfa.com

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.

Home

ABOUT

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YouTube

DESIGN INSIDER

THE INSIDE TRACK ON COMMERCIAL INTERIORS

BCFA

#1

PEOPLE

PROJECTS

PRODUCTS

EVENTS

NEWS

DESIGN DISCUSSION

VIDEO

SEARCH

LATEST POSTS

ONE WORD

ONE WORD VIDEO SERIES

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26 OCTOBER 2016

WAVE HELLO TO SILENT GLISS AT MEDBASE IN ABTWIL, SWITZERLAND

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24 OCTOBER 2016

GODDARD LITTLEFAIR DESIGNS NEW GENERATION HEALTHCARE OFFER FOR 'ONE STOP DOCTORS'

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22 OCTOBER 2016

Q&A with Paul Nulty, Lighting Design

WOW! Some serious talent from the finalists for the Surface Design Awards 2017

However never sitting again is not a solution, and at Nomique we understand the importance of seating throughout the workplace. Therefore we have teamed up with BMA to bring you the Axia® Smart Active. A seat cushion designed to compliment the ergonomic properties of the Axia 2.0 seating range and therefore to encourage users to change their posture during the day.

"No one posture is the best posture -"

changing posture is the key for a healthier work style.

With Smart Active technology the seat vibrates as a reminder to:

•Get up, move and get a tea round for your colleagues.

•Adjust your desk height and work standing up for the next half hour.

•To tilt your head, circle your shoulders and shake your legs to stretch and relax your muscles.

The Axia Smart Active App is free to download on to any (Android or iOS) mobile or tablet. The download app provides a prompt to the Axia Smart Active App.

WE'RE ALL ABOUT TEKNIONS NEW TASK CHAIR

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22 OCTOBER 2016

VIEW ALL PEOPLE

#2

LATEST PRODUCTS



Inspired by the words and messages etched by people in public places, on trees, benches and elsewhere, Giles Miller has collated poetry, messages, initials and messages of love and memory from local schools, residents and other contributors to the project. These messages have been etched onto the surface of the organic cedar shingles that cover the piece, and appear to throw themselves out towards the front of the sculpture as if voicing their sentiments to the world that opens up below.



At its core, the shingles overlap and the sculpture functions architecturally to protect

#4

are expected to sail in 2016, a 60% increase in just 10 years. Europe represents the world's second biggest passenger source, 6.6 million Europeans went on a cruise in 2015, 3% more than in 2014. Europe is also the world's second most popular cruise destination, second only to the Caribbean. As the centre of the world's cruise shipbuilding, European shipyards continue to build the world's most innovative and largest ships with spending on new builds and maintenance increasing for a fourth year in a row. **48 cruise ships are currently on the order books of European shipyards until 2019, with a total value of more than €27 billion.**

[READ MORE...](#)


#5

CHELSOM CREATES BESPOKE LIGHTING FOR LUXURY CRUISE LINER



COST

BCFA MEMBER COST

#1 - HERO BANNER

1008 x 567 pixels
17,000 impressions

£500 per month

£400 per month

#2 - HOMEPAGE

1000 X 300 pixels
17,000 impressions

£400 per month

£300 per month

#3 - MPU

340 x 340 pixels
17,000 impressions

£360 per month

£260 per month

#4 - DOUBLE MPU

340 x 680 pixels
17,000 impressions

£400 per month

£300 per month

#5 - NEWSLETTER BANNER

600 x 250 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;
Sam Prosser on 01494 896790 or sam@thebcfa.com*

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

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 Kate Nannery on kate@thebcfa.com

The screenshot displays the Design Insider Directory website with the Morgan Furniture profile featured. The profile includes a large image of a modern lounge area, a navigation menu with links like HOME, PROFILES, MAGAZINE, THE BCFA, and CONTACT, and a search bar. Below the image, the Morgan logo is shown, followed by a row of product categories: BEDS, DINING CHAIRS, DINING TABLES, LIVING CHAIRS, LIVING TABLES, LIVING SOFAS, and MODULAR SOFAS. 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).

VISIT US ON
www.designinsiderlive.com