

DESIGN INSIDER

MEDIA PACK 2017



ABOUT US

DESIGN INSIDER is one the leading online magazines focussing on the contract furnishing industry. It is there to inspire and promote innovation and celebrate the people that make up this great industry.

In partnership with the British Contract Furnishing Association (BCFA), Design Insider helps promote the products and projects that they are invovled with.

OUR READERS

Design Insider readers are populated by the A&D commnity within contract design, ranging from leading interior design firms to independent hotel owners.

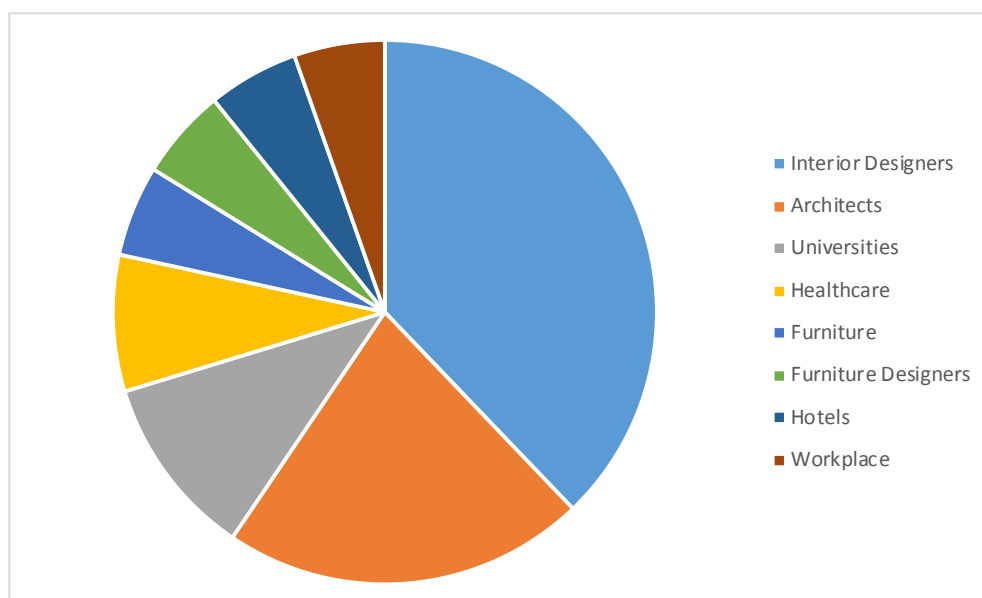
IN STATS...

Over **8000** subscribers to our weekly newsletter

On average **9000** unique visitors to the site

60% Female / 40% Male
34% Aged 25-34

32% UK
26% Europe
11% US
31% Other



OUR FEATURES

Below is a list of the features we offer on Design Insider and as a BCFA member how you could get involved...

Designer Q&A

Length: 6 Questions, 100 word per answer & 3-5 high res images (including portrait)

About: Interview with interior & product designers about their inspirations and the theme of the month.

If you would like to be involved, please get in touch with a name and month.

DI Directory: Case Studies

Length: 200-300 words & 3-5 high res images

About: Highlighting your latest projects and the products specified.

**Can also be featured as a video, you can find out more about this in our video section on pg ...*

A Day With...

Length: 200-300 words & 3-5 high res images (including portrait)

About: a short insight in to the day to day activities of your employees, looking at the craftsmanship abilities and giving an insight into processes. Interviewing Designers and Makers.

If you would like to be involved, please get in touch with a name and month.

The Creative Space

Length: 200-300 words & 3-5 high res images (including portrait)

About: Interview with interior & product designers about spaces which they feel inspired by.

Product Watch

Length: 200-300 words & 3-5 high res images

About: Highlighting your latest product releases, exploring the inspiration behind the design.

EDITORIAL CALENDAR

JANUARY

Materials and trends

Exploring innovative new materials and trends for 2017

Key Points

FEBRUARY

Product Focus

A look at the latest products and innovations within the design world

Key Points

Surface Design Show

MARCH

BCFA OPEN

Full event coverage of the BCFA's first London exhibition

Key Points

BCFA OPEN, London
DI Quartly magazine

APRIL

Innovation

A look into the latest products and interiors that are breaking the boundaries of design

Key Points

Milan Design Fair

MAY

Clerkenwell

An exploration into what makes Clerkenwell so popular? and full coverage of CDW

Key Points

Clerkenwell Design Week
DI Quartly magazine

JUNE

Office

What makes a cool office? and does anyone want one?

Key Points

JULY

Education

How can design support the education system?

Key Points

AUGUST

International

How is hotel accomadition changing and who is shaking this up?

Key Points

SEPTEMBER

London

Taking a closer look at the influence of the capital and some of the latest projects coming out of London.

Key Points

London Design Festival

OCTOBER

Manchester

Switching to the northern capital and the influnce it is having on the UK during the 2nd northern BCFA OPEN exhbiton.

Key Points

BCFA OPEN, Manchester

NOVEMBER

Hotel

A showcase of this years best hotel projects across the globe

Key Points

Sleep

DECEMBER

Healthcare

An investigation into this growing market, looking at how design can assist the elderly

Key Points

ADVERTISING

Design Insider offers a range of possibilities when it comes to reaching our global audience you have already seen the possibilities through our editorial but in this below page we go through the opportunity you have with advertising, this could be through our main website, our weekly newsletter, our quarterly magazine or our Design Insider Directory.

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



#1

[PEOPLE](#)
[PROJECTS](#)
[PRODUCTS](#)
[EVENTS](#)
[NEWS](#)
[DESIGN DISCUSSION](#)
[VIDEO](#)
[SEARCH](#)

LATEST POSTS



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

- Cardiovascular diseases



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 (Andriod or iOS) mobile or tablet. The personal app connects via bluetooth to the Smart Active seat cushion.



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...](#)



CHELSOM CREATES BESPOKE LIGHTING FOR LUXURY CRUISE LINER



	COST	BCFA MEMBER COST
#1 - HERO BANNER 970 x 250 pixels 17,000 impressions	£640 per month	£396 per month
#2 - HOMEPAGE 1000 X 300 pixels 17,000 impressions	£540 per month	£296 per month
#3 - MPU 340 x 340 pixels 17,000 impressions	£350 per month	£280 per month
#4 - DOUBLE MPU 340 x 680 pixels 17,000 impressions	£500 per month	£300 per month
#5 - NEWSLETTER BANNER 600 x 250 pixels 8,000 subscribers	£180 per week	£120 per month

All artwork must be provided in JPEG or GIF format a week before it is due to start it's campaign.

To book advertising or to discuss a campaign please contact;
Kate Nannery 01494 896790 or info@thebcfa.com

VIDEO

WHY VIDEO?

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 become 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 to create engaging videos such as interviews, case studies, Q&As and short feature videos.

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

OUR VIDEO SERIES

Designer's Muse

Length: 3-4 mins

About: Product Journey's, from design to manufacturing. Interviewing a designer or design team about their inspiration and the concept behind a product.

Product Finder: Case Studies

Length: 3-4 mins

About: Taking a look at the most innovative/talked about projects in all market sectors for inspiration. Interviewing the Interior Designer, 2-3 BCFA Members involved in the project and the end user.

The Big Topic

Length: 5-7 mins

About: A discussion video taking lots of comments from well-regarded designers and industry professionals covering a range of topics that really concern the industry.



DESIGN INSIDER DIRECTORY: CASE STUDIES

Teaming up with our video production company, Design Insider have made it possible for BCFA Members to create their own 'Case Study' videos at a discounted price.

Our video team will organise with you to film a recently completed project, interviewing the designers and other notable people, while showcasing the space with artistic and creative shots.

The film will be made available for you to send out to clients and to be placed on your website and it will also be made a featured video within our Design Insider Directory along with a list of all product specified. It will also be featured in on our main site Design Insider Live and activity promoted across our social media channels and marketing.

Please note that the video will be branded with Design Insider at the start and finish of the video.

THE COST

Standard cost of Case Study type video: £2,500.00

BCFA Discounted cost: £1,650.00

For more information about the video format and how it can help showcase your products then feel free to contact Sam Prosser directly on 01494 896790 or sam@thebcfa.com.

SPONSORSHIP

Throughout the year we will be showing highlights of the top events around the country including Clerkenwell Design week, Milan Design Fair and Stockholm Design Week.

You can be included in these video as a sponsor with your logo being shown at the beginning and the end of the video and always used with any copy around the event.
(example to the right)

