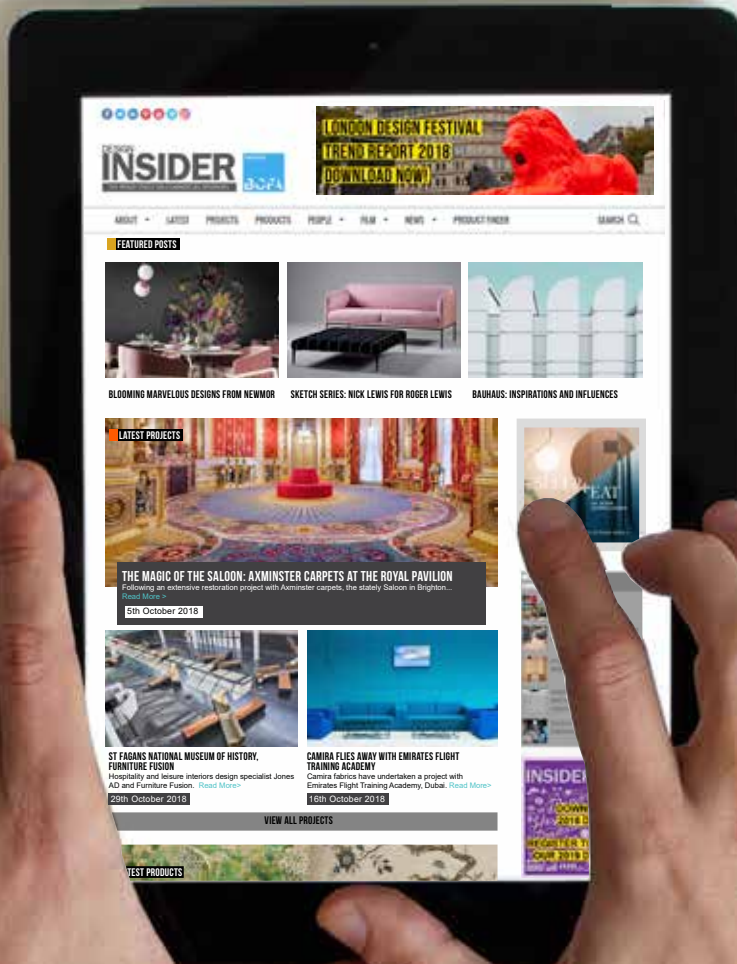


Looking for inspiration and need to feel up to date with the world of commercial interiors? Online design magazine Design Insider brings you the latest news and trends within the contract furnishing industry and much more.

FOR THE LATEST NEWS

& TRENDS WITHIN THE

CONTRACT FURNISHING INDUSTRY



Design Insider readers are populated by leading interior design firms, architectural studios, boutique hotel owners and hotel groups.

9,000 monthly unique visitors

8,000 Newsletter subscribers

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

64% UK
26% Europe
11% US

CONTACT MEG@THEBCFA.COM



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, by phone or in person.

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. This can link to one of our monthly themes or may link to your new product launch.

Sketch Series

In this series we invite designers to draw their new design, during which they are photographed. A short series of questions allows your designer to talk us through their initial concepts, inspiration, motivation and environmental considerations.

This mini Q&A is then accompanied by information from your new product launch press release and your professional photography of the new product.

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. We can also include a Product Focus section which highlights the details and specification of the product you provided for the project, with links to the product on your website.

Product Watch

Want to shout about a new product launch? This is one way you can do it. We interview the design team behind the product asking about the concept, inspiration, production and environmental considerations.

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 your designer's passion, knowledge and expertise. We look in depth at the design of their products, telling the story from inspiration, development, manufacture and launch.

EDITORIAL CALENDAR 2019

January

Theme: Future
Material: New Materials
City: Glasgow
Event: Heimtextil

February

Theme: Commissioning
Material: Oak
City: Stockholm
Event: Surface Design Show

March

Theme: Workplace
Material: Vinyl
City: Birmingham
Event: BCFA event at the Brand Museum

April

Theme: Sustainability
Material: Plastic
City: Milan
Event: Salone del Milano

May

Theme: Health
Material: Porcelain
City: Clerkenwell
Event: Clerkenwell Design Week

June

Theme: Export
Material: Steel
City: Chicago
Event: NeoCon, New Designers Part 1

July

Theme: Incubation
Material: Sand
City: Manchester
Event: New Designers Part 2

August

Theme: International
Material: Water
City: Brighton

September

Theme: Creativity
Material: Paper
City: London
Event: London Design Festival. INDEX Dubai

October

Theme: Autumn
Material: Bronze
City: Dubai
Event: Independent Hotel Show. Decorex

November

Theme: Scale
Material: Cotton
City: New York
Event: Sleep, BDNY

December

Theme: 2019 themes
Material: Ink
City: Edinburgh

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.

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
COST £360 per month
BCFA MEMBER COST £260 per month

#3 - NEWSLETTER BANNER

700 x 238 pixels
8,000 subscribers
COST £180 per week
BCFA MEMBER COST £100 per week

The screenshot displays the Design Insider website interface. At the top, there are social media icons and the site logo. A large hero banner on the right features a black background with the number '#1' in white. Below the navigation bar, there are sections for 'FEATURED POSTS' and 'LATEST PROJECTS'. The featured posts include 'BLOOMING MARVELOUS DESIGNS FROM NEWMOR', 'SKETCH SERIES: NICK LEWIS FOR ROGER LEWIS', and 'BAUHAUS: INSPIRATIONS AND INFLUENCES'. The latest projects section highlights 'THE MAGIC OF THE SALOON: AXMINSTER CARPETS AT THE ROYAL PAVILION', 'ST FAGANS NATIONAL MUSEUM OF HISTORY, FURNITURE FUSION', and 'CAMIRA FLIES AWAY WITH EMIRATES FLIGHT TRAINING ACADEMY'. A 'VIEW ALL PROJECTS' button is visible at the bottom of the latest projects section. On the right side, there is a sidebar with a search bar and a '#2' banner at the bottom.

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

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 £567. For further information and a full media pack, contact 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. An additional 1000 are distributed at Key UK events also targeted at this audience

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.

BCFA PRODUCT FINDER

BCFA Product Finder is a brilliant tool to help inspire designers/specifiers to find products our BCFA members supply. Every BCFA member gets a free basic profile and there is an opportunity to upgrade to a 'featured' profile that offers so much more.

Visit 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 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

PRODUCT FINDER BCFA

Contact

morgan

Morgan

SAL SOFAS CHAIR TABLES BEDS WORK VINTAGE WOOD BATHS

CLICK ON THE LINKS ABOVE TO FIND MORE PRODUCTS

ABOUT MORGAN

Morgan Furniture is a wholly British, design orientated, business making seating and tables for the contract market from its dedicated 4800m² factory in Hampshire. We design and produce our furniture entirely in-house and deliver the finished product to our customers using our own fleet of vehicles.

At Morgan we believe the design and manufacture of fully original, high quality furniture is the result of passion, care, design integrity, experience, craftsmanship and a longstanding dedication to quality. This commitment could not be realised without fully integrating the design and manufacturing processes. At our factory and studio in Hampshire we span the process with ideas and finish with beautifully crafted chairs.

OUR LATEST PRODUCTS

MORGAN 3 SEAT, METRO AND FINICO COLLECTIONS

VALENCIA COFFEE TABLES BY MORGAN FURNITURE

PRODUCT PODS: MICHAEL, ANDRÉE X MURRAY & MORGAN