



## EDITORIAL & IMAGE GUIDE

Design Insider recognises the exceptional expertise of Commercial Interior Designers and supports their work by publishing the latest knowledge, products, projects, news and events from within the commercial furnishing sector and by instigating conversations with the people who lead our sector.

Position your brand, product and knowledge in front of our engaged audience by featuring in Design Insider.

In order to maintain the highest quality of editorial and visual standards please follow these guidelines:

**Text:** All text should be written in 3rd person, apart from text for a column series which should be 1st person.

- Product articles: 600-800 words
- Case Studies: 600 - 1000 words
- Interviews and editorial: 800 - 1000 words
- Columns: 400 words

**People:** Photography containing people will be prioritised, including editorial, product and project focused articles.

All interviews must be accompanied by a portrait of the interviewee, this will be cropped to 16:9.6 for the feature image but may be used square within the article.

**Images:** All images should be supplied at 300dpi.

Design Insider's digital template allows for the use of landscape and square images only. Landscape images are cropped to 7:5 ratio.

Feature images are a panoramic landscape and are cropped to 16:9.6 ratio, this includes portraits of interviewees.

**Credits:** Please provide a photographer credit if needed, this will be published at the end of the article.

If images credits are required please ensure that it is clear which credit relates to which image.

**Links:** Please provide any external brand links required.

The first brand mention will be linked to their Commercial Interiors UK member Product Finder profile.