

MEDIA

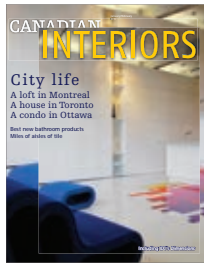
KIT 2014

idc interior designers of canada
designers d'intérieur du canada **dimensions**

THE OFFICIAL MAGAZINE OF IDC, CANADA'S NATIONAL ASSOCIATION OF INTERIOR DESIGNERS

CANADIAN
INTERIORS

2014 EDITORIAL CALENDAR



JAN/FEB

Delivery 21-Jan-14
 Booking 6-Jan-14
 Material 8-Jan-14



BATHROOM & BATHROOM PRODUCTS, RESIDENTIAL DESIGN
 Includes **dimensions**

Product Feature:

Bathrooms products; Tiles

Residential Special:

Houses, small spaces, condos and renos; Staircases

Show reports:

Gersaie (tile), Construct Canada

Additional Distribution:

Interior Design Show, Toronto



MAR/APR

Delivery 14-Mar-14
 Booking 14-Feb-14
 Material 21-Feb-14

FLOORING & WALLCOVERINGS, ENVIRONMENTALLY SUSTAINABLE & RETAIL DESIGN

Product Feature:

Flooring, carpeting and wallcoverings; Healthcare furniture

Special Editorial:

Company profile (Johnson Chou);

Retail design

Show Reports:

Interior Design Show, Toronto;

Orgatec, Cologne; Domotex,

Hannover



MAY/JUN

Delivery 16-May-14
 Booking 18-Apr-14
 Material 25-Apr-14



LIGHTING, OFFICE, HEALTHCARE & INSTITUTIONAL DESIGN (SCHOOLS, SPORTING VENUES)
 Includes **dimensions**

Product Feature:

Healthcare & Institutional products;

Lighting; Children's furniture

Special Editorial:

School design; Office boardrooms and reception areas

Show Reports:

Maison & Objet, Paris; Heimtextil,

Frankfurt; IMM Cologne, Cologne;

pre-NeoCon report

Additional Distribution:

Sidim, Montreal; NeoCon, Chicago



JUL/AUG

Delivery 11-Jul-14
 Booking 13-Jun-14
 Material 20-Jun-14

KITCHENS & KITCHEN PRODUCTS, HOSPITALITY, HOTEL, CONDO, RESTAURANTS, BARS & CLUBS

Product Feature:

Kitchen design; Kitchen products

Taste Special:

Restaurant, Bar and Kitchen design;

Asian restaurants; Hospitality

design: hotels and inns; Summer

residential design

Show Reports:

I Saloni, Milan; High Point Market,

High Point, North Carolina



SEP/OCT: BEST OF CANADA Awards issue

Delivery 19-Sep-14
 Booking 22-Aug-14
 Material 29-Aug-14



BEST OF CANADA AWARDS MAGAZINE – NATIONAL INTERIOR DESIGN AWARDS
 Includes **dimensions**

Award winners of the 17th annual Best of Canada Design Competition – Canadian Interiors' own national awards program.

Product Feature:

Office furniture and systems;

Contract furniture; Avant-garde

home design; Trends

Special Editorial:

National award winning projects

Show Reports:

NeoCon, Chicago; ICFF,

New York; pre-IIDEX report

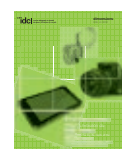
Additional Distribution:

IIDEX Canada, Toronto



NOV/DEC

Delivery 21-Nov-14
 Booking 24-Oct-14
 Material 31-Oct-14



IIDEX SHOW ISSUE, OFFICE & OFFICE SYSTEMS, CORPORATE & CONTRACT FURNITURE
 Includes **dimensions**

Product Feature:

Office furniture and systems;

Contract furniture

Office special:

Office design; "Designers at work";

Product portfolio; Institutional

design: theatres, art galleries and

museums

Show Reports:

Maison & Objet, Chicago; ICFF,

New York; pre-IIDEX report

Additional Distribution:

IIDEX Canada, Toronto;

DesignTrends & Construct Canada,

Toronto

PRINT ADVERTISING RATES – Canadian Interiors (including issues with IDC Dimensions)

DISPLAY ADVERTISING, 4c (GROSS cost per insertion)

Sizes	1x	3x	5x	7x (6 Paid + 1 FREE)
DPS	\$9,696	\$8,651	\$7,474	\$7,301
Full Page	\$5,738	\$5,118	\$4,422	\$4,321
2/3 Page	\$5,049	\$4,505	\$3,891	\$3,803
1/2 Page (float)	\$4,002	\$3,571	\$3,083	\$3,014
1/4 Page (float)	\$2,697	\$2,405	\$2,079	\$2,031

PREMIUM POSITIONS, 4c (GROSS cost per insertion)

Sizes	3-4x	5-6x	7x
IFC, Page 3 & TOC	\$5,284	\$5,044	\$4,804
OBC	\$5,528	\$5,284	\$5,044
IBC	\$4,667	\$4,442	\$4,223



2014 DESIGN SOURCE GUIDE

Delivery April/May
 Booking 2-Apr-14
 Material 10-Apr-14

Published jointly with *Canadian Architect* magazine.

The *Design Source Guide* will be distributed to all architects and interior designers in Canada, with a circulation of well over 32,000.

The 2014 *Design Source Guide* is the best resource product guide for interior designers and architects to find and help source new products.

See designsourceguide.com for more information

Additional Distribution: IIDEX Canada, Construct Canada, Designtrends, IDS Toronto

PRINT & ONLINE ADVERTISING RATES – 2014 DESIGN SOURCE GUIDE

SPRING	
Display Ads (GROSS Rates)	1 insertion
Double-Page Spread	\$6,300
Full Page	\$4,780
1/2 Page	\$2,870

All display and listing advertisers will also be listed on our online edition of the *Design Source Guide* as part of their booking.

Product Listing (NET Rates)	
Double Listing (3 7/8" x 3")	1 insertion \$200
Standard Listing (3 7/8" x 1 7/16")	\$100

2014 design source guide
 PRODUCT GUIDE FOR INTERIOR AND ARCHITECTURAL SPECIFICATION



ONLINE ADVERTISING – Canadian Interiors

WEBSITE ADVERTISING (NET Rates)

	PER YEAR	PER MONTH
Home-Page Banner	\$7,200	\$800
Site Master Banner	\$11,520	\$1,280
Skyscraper Ad on Home Page	\$6,120	\$680
Skyscraper Ad (Site Master)	\$9,792	\$1,088
Big Box on Home Page	\$6,732	\$748
Big Box (Site Master)	\$10,771	\$1,197
Button Ad on Home Page	\$2,400	\$267
Button Ad (Site Master)	\$3,840	\$427

EMAIL NEWSLETTER (NET Rates)

	4 ISSUES	PER ISSUE
Skyscraper Ad on Home Page	\$2,800	\$800
Text Ad	\$960	\$276
Button Ad	\$720	\$208

Email Promotional Blasts

\$420 NET per 1,000

TECHNICAL SPECIFICATIONS

Canadian Interiors magazine (incl. *BEST-OF-CANADA* Awards magazine)

Full Page	Bleed 9 1/4 x 11 1/2	Trim 9 x 11 1/4	Live type area 8 x 10 1/2
Double-Page Spread	Bleed 18 1/4 x 11 1/2	Trim 18 x 11 1/2	1/2 page spread bleed 18 1/4 x 5 7/8
1/2 Page	Horizontal 8 x 5	Vertical 3 7/8 x 10 1/4	
1/3 Page	Square 5 x 5		
1/4 Page	Vertical 3 7/8 x 5		

Design Source Guide - SPRING oversized edition

Full Page	Bleed 9 1/4 x 13 1/4	Trim 9 x 13	DPS trim 18 x 13
Double Page Spread	Bleed 18 1/4 x 13 1/4		
1/2 Page	Horizontal 8 x 6 1/8		

The preferred format for ad submission is pdf; please ensure your pdf is acrobat x compatible. Images should be 300 dpi minimum, with all fonts embedded, with crop marks.

FTP ADDRESS:
<ftp://cdi.cdi005@bigftp.businessinformationgroup.ca>

NAME YOUR FILE AS FOLLOWS: "YOUR COMPANY NAME_ISSUE.PDF"
 FILE SUBMISSION SHOULD BE VIA OUR FTP SERVER:

ftp address: bigftp.businessinformationgroup.ca
 User ID: cdi
 Password: cdi005

Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession. *Dimensions* is the IDC's own magazine and is a new resource for association members. *Dimensions* is published inside of *Canadian Interiors* 4 times per year in the Jan/Feb, Mar/Apr, Sept/Oct and Nov/Dec issues. All IDC industry members and partners receive a 20% rate discount valid for *Canadian Interiors* magazine and *Dimensions*. (Discounted rates do not apply to the *Design Source Guide* as well as online advertising).

Professional Breakdown

Interior Design including Interior Designers and Decorators	7,708	61.3%
Architectural Firms and Practices, including Registered Architects	1,524	12.1%
Retail Establishments: Furniture Stores and Home Furnishing Retailers	854	6.8%
Others Allied to the Field, Subscription & Single-Copy Sales	563	4.5%
Manufacturers and Dealers of Furniture and Furnishings Products	557	4.4%
Building Designers and Interior Contractors	460	3.7%
Industrial and Graphic Design	227	1.8%
Landscape Architects and Designers	207	1.6%
Facility, Property and Project Managers	207	1.6%
Students of Architecture and Design	119	0.9%
Institutions, Libraries, Associations and Consulates	86	0.7%
Design Departments in Hospitality & Corporate and Other	72	0.6%

Geographical Breakdown

Newfoundland & Labrador, Nova Scotia, New Brunswick and PEI	3.3%
Quebec	17.5%
Ontario	52.4%
Alberta, Manitoba and Saskatchewan	11.6%
British Columbia	12.3%
Northwest Territories, Nunavut and Yukon Territory	0.1%
Canadian Unclassified	0.8%
United States and International	2.0%

All circulation figures are audited by the Audit Bureau of Circulations (ABC) June, 2013



Magazine Readership 39,590
Total Magazine Circulation 12,372

CONTACTS

ADVERTISING

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IDC ASSOCIATION

www.idcanada.org

Canadian Interiors is the only magazine in Canada that can guarantee 100% coverage of interior designers, decorators and most large architectural firms.

Canadian Interiors is the "Official Magazine of Interior Designers of Canada, Canada's National Association of Interior Designers."

Canadian Interiors is Canada's leading magazine targeted at interior design professionals. 2014 marks our 50th anniversary and since its launch in 1964, the magazine has been a must-read for Canadian interior designers. **CI** includes **Dimensions**, the IDC's magazine, published four times per year.

Canadian Interiors is currently published 8 times per year with a monthly circulation of 12,372. With a readership of 39,590, **CI** can give access to an audience that will specify your products.

Canadian Interiors draws its reader into the aesthetics and functionality of interior design, interior architecture, space management, and product and furniture design. **CI** is constantly researching and publishing new products as a resource for professionals. In addition, the magazine will update the professional on all association updates, policy and membership issues. There are many consumer design magazines in Canada, but only **Canadian Interiors** can guarantee you access to all interior design professionals across the country with billions of dollars in specifying power.

50
YEARS