

Canadian
INTERIORS



2016 MEDIA KIT



Print Advertising Rates

CANADIAN INTERIORS

DISPLAY ADVERTISING 4c (GROSS cost per insertion)

7 paid,
8th half
price

	1x	3x	6x	8x
DPS	\$9,696	\$8,355	\$7,014	\$5,966
Full page	\$5,738	\$4,944	\$4,150	\$3,530
2/3 page	\$5,049	\$4,350	\$3,652	\$3,106
1/2 page (float)	\$4,002	\$3,448	\$2,893	\$2,461
1/3 page (float)	\$3,350	\$2,887	\$2,423	\$2,061
1/4 page (float)	\$2,697	\$2,324	\$1,951	\$1,660

PREMIUM POSITIONS 4c (GROSS cost per insertion)

	3-4x	5x	6x	8x
Inside front cover	\$5,375	\$5,183	\$4,992	\$4,800
Page 3	\$5,535	\$5,330	\$5,125	\$4,920
Opposite Table of Content & Inside back cover	\$5,220	\$5,027	\$4,833	\$4,640
Outside back cover	\$5,700	\$5,467	\$5,233	\$5,000

Deadlines

Issue	Booking	Artwork	Delivery
Jan/Feb 2016	8-Jan-16	8-Jan-16	21-Jan-16
Mar/Apr 2016	23-Feb-16	1-Mar-16	15-Mar-16
May/Jun 2016	25-Apr-16	2-May-16	16-May-16
Jul/Aug 2016	24-Jun-16	1-Jul-16	15-Jul-16
Sep/Oct 2016 (Best of Canada 2016 Awards Magazine)	25-Aug-16	1-Sep-16	15-Sep-16
Design Source Guide 2016	15-Sep-16	30-Sep-16	Nov 2016
Nov/Dec 2016	25-Oct-16	1-Nov-16	15-Nov-16
Jan/Feb 2017	9-Dec-16	14-Dec-16	21-Dec-16



Issues and themes

JANUARY/FEBRUARY

THEME: RESIDENTIAL DESIGN

PRODUCT FEATURE: **Bathroom products; tiles; Canadian contract furniture**

RESIDENTIAL SPECIAL: **Houses, small spaces, cottages and renos**

SHOW REPORTS: **Cersaie (tile); IIDEXCanada/ The Buildings Show**

ADDITIONAL DISTRIBUTION: **Interior Design Show, Toronto**

MARCH/APRIL

THEME: FLOORING & COMPANY PROFILE

PRODUCT FEATURE: **Flooring, carpeting and wallcoverings; contract furniture; European contract furniture**

SPECIAL EDITORIAL: **Retail design**

SHOW REPORTS: **Interior Design Show, Toronto; Orgatec, Cologne;**

Domotex, Hannover

MAY/JUNE

THEME: LIGHTING

PRODUCT FEATURE: **Contract and institutional products; lighting; textiles**

SPECIAL EDITORIAL: **School design; office boardrooms and reception areas**

SHOW REPORTS: **Maison & Objet, Paris; Heimtextil, Frankfurt; IMM Cologne, Cologne; Maison & Objet Asia, Singapore; pre-NeoCon (Chicago) report**

ADDITIONAL DISTRIBUTION: **Sidim, Montreal; NeoCon, Chicago**

Special issues

2016 ARIDO AWARDS MAGAZINE

Since 1982, ARIDO has held an annual awards program showcasing excellence, innovation and originality in interior design. ARIDO's award ceremony annually recognizes winning projects in ten different categories. To celebrate the winning projects, the *ARIDO Awards Magazine* was launched in 2009 and has been published continually by *Canadian Interiors*. The 2016 *ARIDO Awards Magazine* will profile all award-winning interior design projects by ARIDO members.

ADDITIONAL DISTRIBUTION: **2016 IIDEX Canada, 2017 Interior Design Show, ARIDO Awards Gala**

JULY/AUGUST

THEME: DESIGN AROUND FOOD

PRODUCT FEATURE: **Kitchen design; kitchen products**

TASTE SPECIAL: **Restaurant, bar and kitchen design; fusion restaurants; hospitality design: hotels and inns; summer residential design**

SHOW REPORTS: **I Saloni, Milan; Maison & Objet Americas, Miami; High Point Market, High Point, North Carolina**

SEPTEMBER/OCTOBER

BEST OF CANADA AWARDS MAGAZINE – NATIONAL INTERIOR DESIGN AWARDS

The issue will feature all the award winners of the 19th annual Best of Canada Design Competition, a national interior design awards program. Canadian Interiors' Best of Canada Design Competition is the country's only design competition to focus on interior design projects and products without regard to size, budget or location. We welcome submissions from interior designers, architects, interior architects, decorators, crafts persons and students.

PRODUCT FEATURE: **Office furniture and systems; Contract furniture; Avant-garde home design; Trends**

SPECIAL EDITORIAL: **National award-winning projects**

SHOW REPORTS: **NeoCon, Chicago; pre-IIDEX/Canada (Toronto) report**

ADDITIONAL DISTRIBUTION: **IIDEX Canada, Toronto**

NOVEMBER/DECEMBER

THEME: OFFICES

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, Paris; ICFF, New York;**

ADDITIONAL DISTRIBUTION: **IIDEX Canada The Buildings Show, Toronto**

2016 DESIGN SOURCE GUIDE

THEME: NEW PRODUCTS

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 2016 *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

Contact UpMarketing at 416 850 8787 or info@up-marketing.com for further information

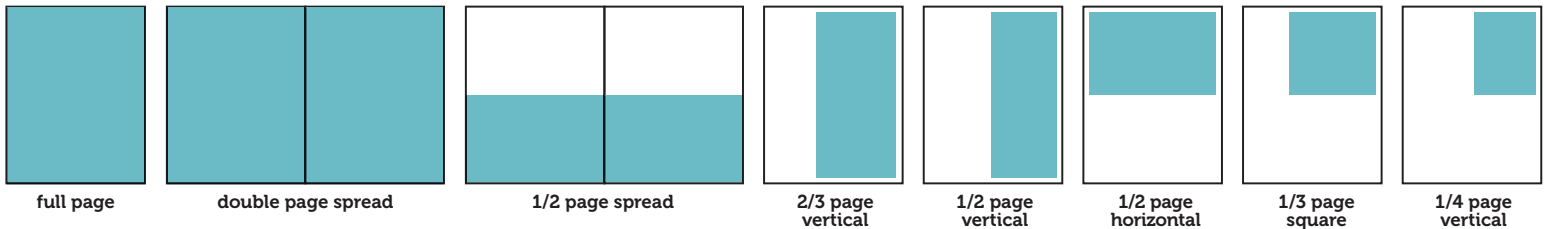
Technical Specifications

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

	Bleed	Trim	
Full page	9 1/4 x 11 1/2	9 x 11 1/4	Live type area 8 x 10 1/2
Double-page spread	18 1/4 x 11 1/2	18 x 11 1/2	Live type area 17 x 10 1/2
1/2 page spread	18 1/4 x 5 7/8		
2/3 page vertical		5 x 10 1/4	
1/2 page horizontal		8 x 5	
1/2 page 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 (oversized edition)

	Bleed	Trim
Full page	9 1/4 x 13 1/4	9 x 13
Double page spread	18 1/4 x 13 1/4	18 x 13
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.

Contact UpMarketing at 416 850 8787 or info@up-marketing.com for further information

Google Analytics Stats

Unique monthly visitor **15,663** (average 2015)

Monthly page views **34,420** (average 2015)

Yearly page views **399,176**

Yearly unique visitors **210,700**

Current Newsletter subscribers **7,287**

Newsletter subscriber that identify themselves as interior designers **5,173**

Digital Advertising Rates

WEB BANNER PRICING - HOME PAGE

	/ year	/ month
Leaderboard Banner	\$7,200	\$800
Big Box Banner	\$6,732	\$748
Button Ad	\$2,400	\$267

EMAIL NEWSLETTER PRICING

	/ issue	/ 4 issues
BIG Box Banner	\$840	\$2950
Picture and Text ad	\$840	\$2950
Text only ad	\$430	\$1500

DIGITAL MAGAZINE EDITION SPONSORSHIP

1x Issue	\$2,000
3x Issues	\$4,500
All 7 issues	\$9,000

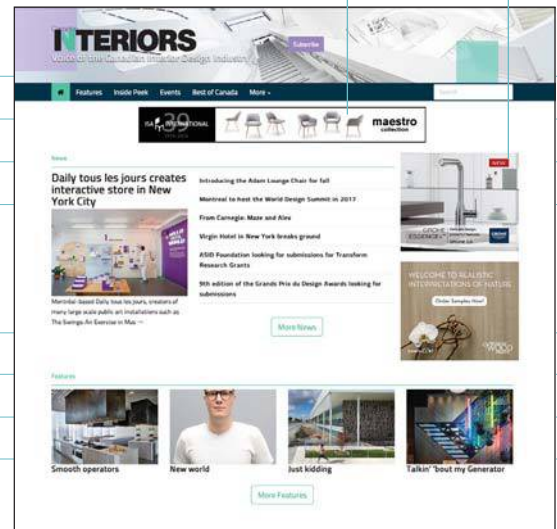
PROMOTIONAL EMAIL BLASTS

Price on request

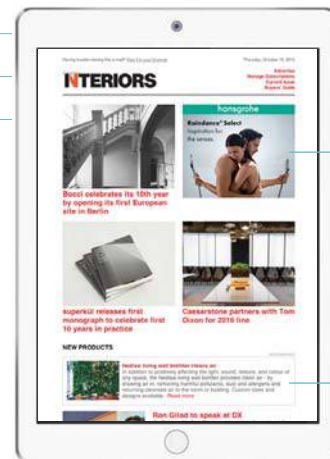
Leaderboard

Big Box

Website

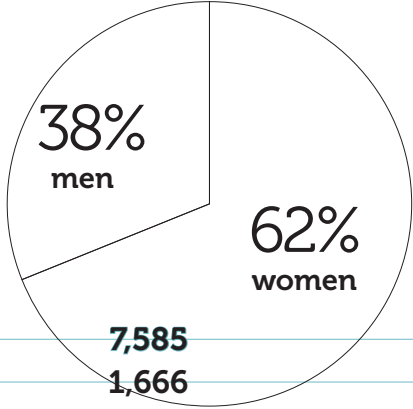


Newsletter



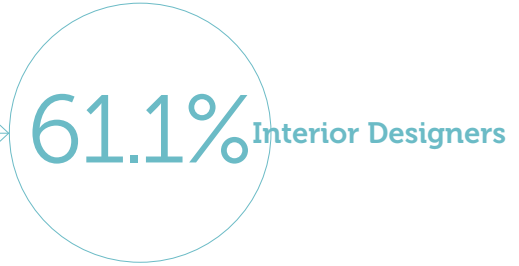
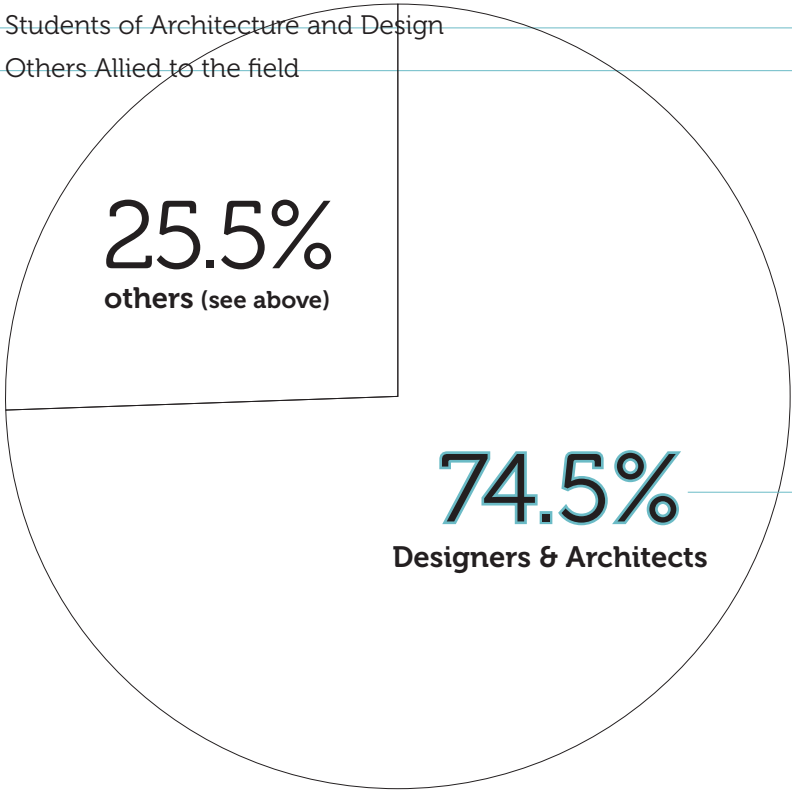
Big Box

Picture & Text ad



Professional Breakdown

Interior Design including Interior Designers and Decorators	7,585	61.1%
Architectural Firms and Practices,	1,666	13.4%
Retail Establishments: Furniture Stores and Home Furnishing Retailers	793	6.4%
Manufacturers and Dealers of Furniture and Furnishings Products	572	4.6%
Building Designers and Interior Contractors	498	4.0%
Industrial and Graphic Design	279	2.2%
Facility, Property and Project Managers	203	1.6%
Landscape Architects and Designers	162	1.3%
Design Departments in Hospitality and Corporate	114	0.9%
Institutions, Libraries, Associations and Consulates	75	0.6%
Students of Architecture and Design	64	0.5%
Others Allied to the field	413	3.3%



83.1% of our readers indicate they have direct purchasing influence within their organization; your message will be reaching your target audience!

Geographical Breakdown

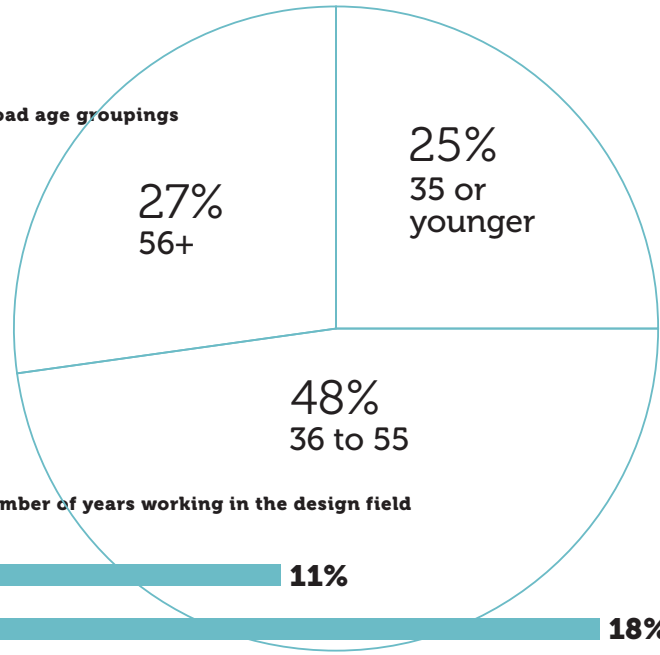
Newfoundland & Labrador, Nova Scotia, New Brunswick and PEI	3.3%
Quebec	17.7%
Ontario	52.6%
Alberta, Manitoba and Saskatchewan	11.7%
British Columbia	12.3%
Northwest Territories, Nunavut and Yukon Territory	0.1%
Canadian Unclassified	0.2%
United States and International	2.1%

53.9% of our readers have contacted advertisers directly from Canadian Interiors ads!

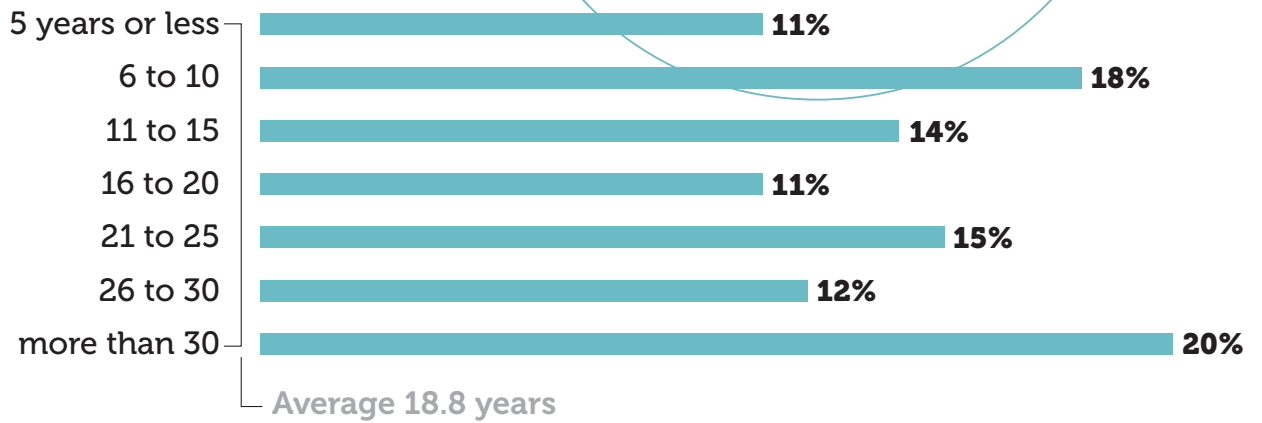
97.0% of readers rated Canadian Interiors from Excellent to Good overall!

84.2% indicate Canadian Interiors meets the needs of their industry!

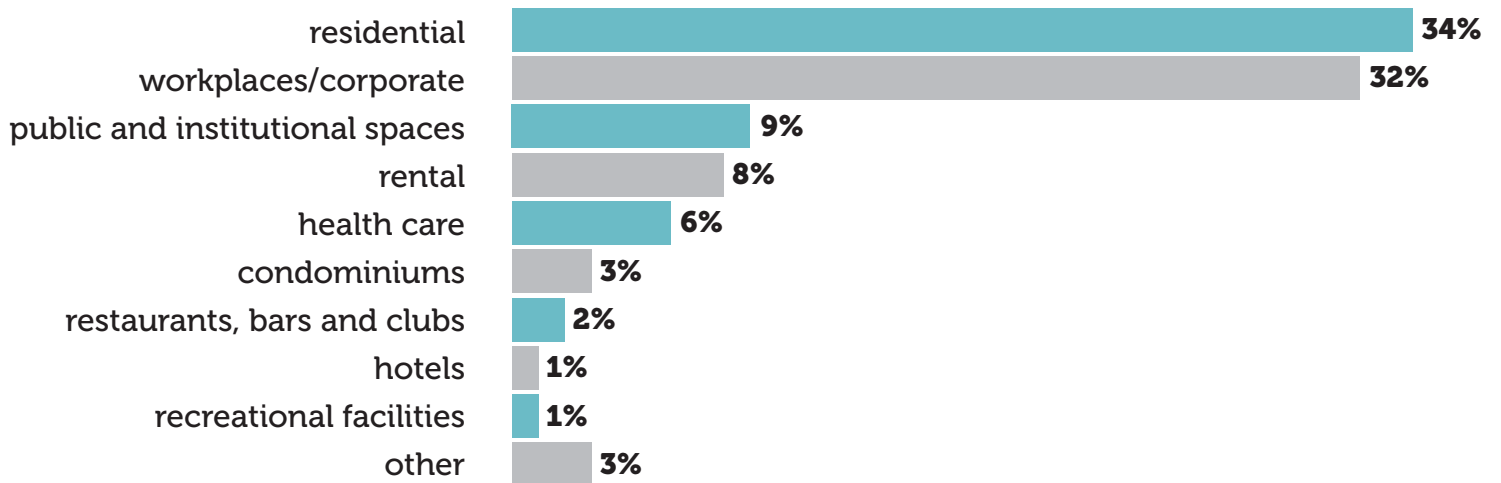
Interior Designer - broad age groupings



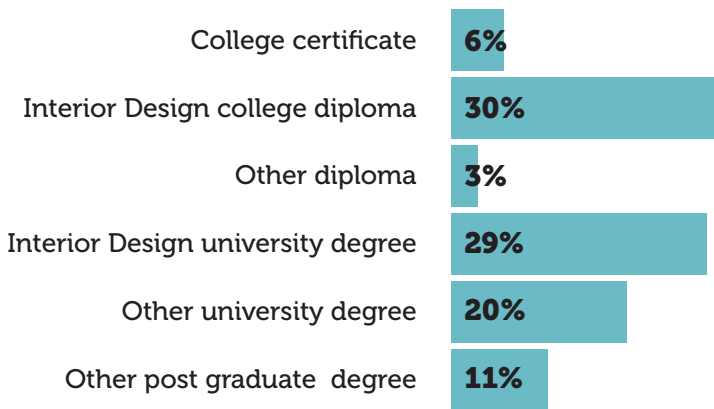
Interior Designer - Number of years working in the design field



Interior Designer - Group's primary specialization (50%+ of billing)



Interior Designer - Highest level of education achieved (weighted)



Interior Designer - Current base annual salary

