



CANADIAN
INTERIORS

idc

interior designers of canada
designers d'intérieur du canada

dimensions

EDITORIAL CALENDAR

January/February

Includes **dimensions****DELIVERY: 24-Jan-12** **BOOKING DEADLINE: 06-Jan-12** **MATERIAL DEADLINE: 06-Jan-12**

FOCUS: Residential design projects & Bathrooms

Trend Watch: Bathrooms, Tiles & Faucets*Show report:* Feria Valencia, Spain*Additional Distribution:* Interior Design Show, Toronto

March/April

DELIVERY: 15-Mar-12 **BOOKING DEADLINE: 16-Feb-12** **MATERIAL DEADLINE: 23-Feb-12**

FOCUS: Company profile, Hospitality design, Environmentally sustainable design & Flooring

Trend Watch: Flooring & floor coverings, Healthcare furniture & Lighting*Show Reports:* Interior Design Show, Toronto

2012 PRODUCT SOURCE GUIDE

DELIVERY: 30-Apr-12 **BOOKING DEADLINE: 02-Apr-12** **MATERIAL DEADLINE: 10-Apr-12**Published jointly with *Canadian Architect* magazine.*The Product Source Guide will be distributed to all architects and interior designers in Canada, with a circulation of well over 22,000.*

Annual Product Source Guide for interior designers and architects

Categories: Accessories, Architect, Architectural products, Art & Antiques, Audio visual, Building products, Design products, Doors, Exterior products, Flooring, Furniture, Home decor, Interior Designer, Kitchen, Landscape, Lighting, Lounge seating, Office furniture, Outdoor furniture, Seating, Storage, Textiles, Tiles, Wallcoverings & Finishes, Window, Treatments & Films, Windows, Workstations, Etc.*Additional Distribution:* IIDEX/NeoCon Canada, Toronto

May/June

Includes **dimensions****DELIVERY: 15-May-12** **BOOKING DEADLINE: 17-Apr-12** **MATERIAL DEADLINE: 24-Apr-12**

FOCUS: Retail and Marketing Design

Trend Watch: Hotel & Condo; Children's furniture*Show Reports:* Maison & Objet (now!), Paris; Heimtextil, Frankfurt; pre-NeoCon report*Additional Distribution:* SIDIM, Montreal; NeoCon, Chicago

2012 IDC MEMBERSHIP DIRECTORY

DELIVERY: 16-Jul-12 **BOOKING DEADLINE: 18-Jun-12** **MATERIAL DEADLINE: 25-Jun-12**

Industry directory, listing all registered IDC (Interior Designers of Canada) members.

The IDC is Canada's National Association of Interior Designers.

July/August

DELIVERY: 16-Jul-12 **BOOKING DEADLINE: 18-Jun-12** **MATERIAL DEADLINE: 25-Jun-12**

FOCUS: Restaurants, Bars & Clubs; Kitchens; Landscape design & Outdoor furniture

Trend Watch: Kitchen designs, Faucets, Appliances & accessories, Tiles*Show Reports:* i Saloni, Milan; Coverings, Orlando, Florida

September/October

Includes **dimensions****DELIVERY: 17-Sep-11** **BOOKING DEADLINE: 20-Aug-12** **MATERIAL DEADLINE: 27-Aug-12**

FOCUS: Office, Corporate and Contract furniture; Modern office projects, Residential project; Institutional project

Trend Watch: Office furniture & systems, Contract furniture, Lighting, Seating & Textiles*Show Reports:* NeoCon, Chicago; pre-IIDEX/NeoCon Canada report*Additional Distribution:* IIDEX/NeoCon Canada, Toronto

2012 ARIDO AWARDS MAGAZINE

DELIVERY: 20-Sep-12 **BOOKING DEADLINE: 23-Aug-12** **MATERIAL DEADLINE: 30-Sep-12**

Annual Awards Magazine, featuring winning projects from Ontario designers

The magazine will be published by Canadian Interiors and distributed to all ARIDO (Association of Registered Interior Designers of Ontario) members.

In addition, the magazine will be handed out at the ARIDO awards ceremony in September 2011, at IIDEX/NeoCon Canada and at the Interior Design Show in January 2013.

Best of Canada Awards Magazine

DELIVERY: 25-Oct-11 **BOOKING DEADLINE: 27-Sep-12** **MATERIAL DEADLINE: 04-Oct-12**

FOCUS: Best of Canada Design Awards issue

Award winners for the 15th annual Best of Canada Design Competition – Canadian Interiors' own nation awards program.*Additional Distribution:* Interior Design Show, Toronto

November/December

Includes **dimensions****DELIVERY: 15-Nov-12** **BOOKING DEADLINE: 18-Oct-12** **MATERIAL DEADLINE: 25-Oct-12**

FOCUS: Designer Profile, Institutional Design (School, Healthcare, Sporting venues); ARIDO Award winners

Trend Watch: Flooring, Wallcoverings & Outdoor furniture*Show Reports:* Maison & Objet, Paris; IIDEX/NeoCon Canada, Toronto

ADVERTISING RATES

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

DISPLAY ADVERTISING, 4c (GROSS cost per insertion)

| Sizes | 1x | 3x | 6x | 8x (7 Paid + 1 FREE) |
|------------------|---------|---------|---------|----------------------|
| DPS | \$9,506 | \$8,481 | \$7,327 | \$7,158 |
| Full Page | \$5,625 | \$5,018 | \$4,335 | \$4,236 |
| 2/3 Page | \$4,950 | \$4,417 | \$3,815 | \$3,728 |
| 1/2 Page (float) | \$3,924 | \$3,501 | \$3,023 | \$2,955 |
| 1/4 Page (float) | \$2,644 | \$2,358 | \$2,038 | \$1,991 |

PREMIUM POSITIONS, 4c (GROSS cost per insertion)

| Sizes | 3-4x | 5-6x | 7-8x |
|-------------------|---------|---------|---------|
| IFC, Page 3 & TOC | \$5,284 | \$5,044 | \$4,804 |
| OBC | \$5,528 | \$5,284 | \$5,044 |
| IBC | \$4,667 | \$4,442 | \$4,223 |

Professional Directory (NET Rates)

| | 1x insertion | 8x insertions |
|------------------------------|--------------|---------------|
| Single Listing (4" x 2 1/8") | \$350 | \$250 |
| Double Listing (4" x 4 1/4") | \$650 | \$460 |

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, Sep/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 special annual publications as well as *Best of Canada Awards* magazines and web advertising).



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



SPECIAL ANNUAL PUBLICATIONS

2012 PRODUCT SOURCE GUIDE

| Display Ads (GROSS Rates) | 1 insertion | Product Listing (NET Rates) | 1 insertion |
|---------------------------|-------------|--|-------------|
| Double Page Spread | \$6,300 | Double Listing (3 7/8" x 3") | \$200 |
| Full Page | \$4,780 | Standard Listing (3 7/8" x 1 7/16") | \$100 |
| 1/2 Page | \$2,870 | Text Listing (Company Name, Web & Phone) | \$35 |

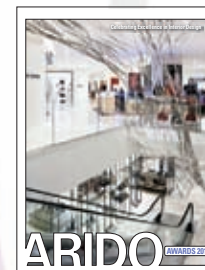
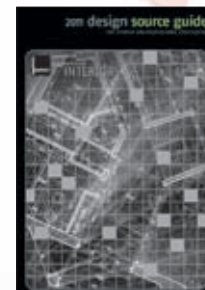
2012 ARIDO AWARDS MAGAZINE (ASSOCIATION OF REGISTERED INTERIOR DESIGNERS OF ONTARIO)

Published in September, the 2012 *ARIDO Awards* magazine will profile award-winning interior design projects by ARIDO members in 2011. This is a keeper reference publication for the industry and will feature the best projects of the province's interior design industry. The circulation will be 6,500 and the magazine will be handed out at the ARIDO Awards ceremony, in addition it will be mailed to all ARIDO members and handed out at various trade shows.

| Display Ads (NET Rates) | 1 insertion |
|--------------------------------|-------------|
| Full Page | \$1,850 |
| OBC Full Page | \$2,650 |
| 1/2 Page | \$1,120 |
| IFC, Page 3, Opposite Contents | \$2,120 |

2012 IDC MEMBERSHIP DIRECTORY

| | |
|--------------------|---------|
| Double Page Spread | \$3,690 |
| Full Page | \$2,305 |
| 1/2 Page | \$1,380 |
| 1/4 page | \$830 |



TECHNICAL SPECIFICATIONS

Please visit www.canadianinteriors.com/techspecs to download our technical specifications and FTP server information or contact [Jessica Jubb @ jjubb@bizinfogroup.ca](mailto:jjubb@bizinfogroup.ca)



Professional Breakdown

| | | |
|---|-------|-------|
| Interior Design, including Interior Designers and Decorators | 6,883 | 58.3% |
| Architectural Firms and Practices, including Registered Architects | 1,634 | 13.8% |
| Retail Establishments: Furniture Stores and Home Furnishing Retailers | 852 | 7.2% |
| Manufacturers and Dealers of Furniture and Furnishings Products | 459 | 3.9% |
| Building Designers and Interior Contractors | 390 | 3.3% |
| Industrial and Graphic Design | 272 | 2.3% |
| Landscape Architects and Designers | 248 | 2.1% |
| Facility, Property and Project Managers | 226 | 1.9% |
| Others Allied to the Field | 851 | 7.2% |

Geographical Breakdown

| | |
|---|-------|
| Newfoundland & Labrador, Nova Scotia, New Brunswick and PEI | 3.5% |
| Quebec | 15.5% |
| Ontario | 54.0% |
| Alberta, Manitoba and Saskatchewan | 12.1% |
| British Columbia | 12.4% |
| Northwest Territories, Nunavut and Yukon Territory | 0.1% |
| Canadian Unclassified | 0.8% |
| United States and International | 1.6% |

All circulation figures are audited by the Audit Bureau of Circulations (ABC) June, 2011



Magazine Readership 37,468
Total Magazine Circulation 11,709

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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. Since its launch in 1964, the magazine has been a must-read for Canadian interior designers. As of September 2010 **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 11,709. With a readership of 37,468 we 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.