

MEDIA
PACK
2010

idfx

idfx provides its readers with the perfect blend of inspiration and information about the very best in residential interior design and architecture. It is a monthly must-read title for every professional working in the sector - from architects and interior designers, to lighting consultants, technology specialists, furniture designers and showroom managers and many more. Everyone knows that *idfx* is the place to catch the first glimpse of the latest



products, find out about the latest trends, and get tips on how to tackle the more challenging elements of individual projects. *idfx* journalists are specialists in interior design and write specifically for a well-informed professional readership.

Travelling throughout the UK and Europe, we are constantly on the look out for new ideas and new products and keep in regular contact with all the key players to make sure our information is completely up-to-date. *idfx* readers have the budgets to make sure their projects deliver the very best to their clients. They are looking for quality and are prepared to pay for it and *idfx* is here to help. Over the last 12 years we have built a reputation based on excellence which continues to be at the very heart of what we offer, whether on paper or online.

Kate.

“Not just a pretty face... Not only is *idfx* visually inspiring but it is also a good read. As the furniture buyer for Chaplins, I feel it keeps abreast of current trends and doesn't shy away from tackling important issues that need to be aired. In my opinion *idfx* is a must monthly read.” » SIMON CHAPLIN, MANAGING DIRECTOR OF CHAPLINS

WHO RECEIVES IDFX

Total net circulation	10,945
Designers & Design consultancies	4229
Interior Designers	3333
Known specifiers / Active enquirers	1406
Architects	951
Furniture/Textiles manufacturers	365
Contract furnishers	207
Property developers	297
Project directors	157

WHERE DO THE ENQUIRIES COME FROM?

Lighting	7%
Flooring	9%
Furniture	20%
Bathrooms	15%
kitchens	10%
Others	39%

“idfx represents a very straightforward, no nonsense approach to some of the most beautiful interiors projects, and when we are looking for ideas and trends, it’s a great place to start because it’s always bang on the money”

» JUSTIN PRATT, MANAGING DIRECTOR, KNOLL STUDIO

“idfx is been a real asset to the interior design profession and provides exactly what it says on the cover - inspiration for interior design professionals. Every month it is brim full of content and aims to bring our attention to crucial information on regulations and legislation. One of our key objectives at BIID is to help our members to understand the importance of professional practice and idfx is working in parallel with our aims.”

» IRIS DUNBAR, PRESIDENT, THE BRITISH INSTITUTE OF INTERIOR DESIGN

“idfx is a great magazine - I read every issue. Its coverage within our industry is unrivalled. Internationally it has clout - we’ve received feedback from America when Design Centre Chelsea Harbour has been featured. It’s highly regarded amongst interior designers and other professionals within this business.”

» HELEN FIFIELD, MANAGING DIRECTOR, DESIGN CENTRE CHELSEA HARBOUR

JOURNALIST WHO’S WHO

SARAH BROWNLEE has been writing about interior design and architecture for almost ten years working for both trade and consumer titles, following studies in The History of Art and Design and then journalism. She was deputy editor of FX magazine for two years and Sarah is now firmly back in design territory working as a freelancer specialising in homes, interiors, architecture and product design. Titles she has recently contributed to include: *idfx*, Crafts, Elle Decoration, Spaces, Frame, Blueprint and X2. Sarah is also a keen illustrator

BARBARA CHANDLER has been a specialist writer on home design, interiors and lifestyle for over 35 years. As a freelancer Barbara founded, wrote and took photographs for the Ideal Home London Shopping Digest, and did this for 20 years. At the same time, she wrote for many other leading British and European publications and companies, including The Sunday Times, and House and Garden. Currently, Barbara Chandler is the design writer for Homes & Property, the popular Wednesday supplement of the London Evening Standard. She covers all the major design events, including Maison & Objet, Milan and Cologne, and

comes into contact with a constant stream of design luminaries. She was consultant to the eight-part BBC2 TV series Home. Awards along the way have included "furniture writer of the year", "home improvement writer of the year", and "services to the design industry." Barbara is the author of several books, including "The Design Source Book"; and "Where to Get the Look".

LINDA CLAYTON is a freelance interiors journalist and has specialised in the world of kitchens, bedrooms and bathrooms for nearly a decade. Regular titles to which she contributes (besides *idfx*) include Homes & Gardens Magazine, Ideal Home Magazine, Beautiful Kitchens, Country Homes & Interiors, Period Living Magazine, KBB Magazine, Progressive Greetings Magazine and The Designer Magazine. She also writes copy for brochures and corporate literature, websites etc.

KAY HILL trained as a newspaper journalist and worked for weekly and daily regional papers as a news reporter before moving to feature writing and sub-editing in the early nineties. Her first move into interior design was launching a

weekly, two-page Interior Style section for a daily paper in Essex. She was part of the launch team of *idfx* in 1998, working first as production editor and later as acting editor for two periods of maternity cover. She then went on to work as deputy editor of Lighting Design and Total Retail magazines. Now a freelance writer with two young children, she contributes regularly to *idfx* and its sister magazine FX, and has written about adventure travel, motoring, maternity provision and environmental issues for other publications including Rough Guide, Land Rover World, Home and Country and Global Adventure.

AMELIA THORPE specialises in design journalism, writing about interiors, architecture and homes. She is a regular contributor to *idfx*, as well as several other leading magazines and national newspapers. Prior to her writing career, Amelia ran a leading non-fiction book publisher, producing an extensive list of bestselling books, including a portfolio of illustrated interiors titles by high profile authors. Today she uses her wide range of contacts, business background and passionate interest in design to produce inspiring and informative stories for the interior design world.

EDITORIAL FEATURES LIST 2010

REGULARS:

Pulse - new product highlights

News - the latest information from the interior design industry

Diary - events to look out for in the coming month

Company Profile - we focus on one company making the news

Showrooms - new places and spaces in interior design

Eco - green ideas for interiors

Making It - designers and products using innovative ideas and materials

Kitchen & Bathroom Pulse - new product highlights

Books - our reviews of the new releases

No.1 Fan - a design guru chooses an inspiring object

FOCUS SUPPLEMENTS

JANUARY	Bathrooms
FEBRUARY	Flooring
MARCH	Fabrics
APRIL	Ceramics and Stone
MAY	Ecobuild
JUNE	Home technology
JULY	Kitchens
AUGUST	Dining
SEPTEMBER	Lighting
OCTOBER	Bedrooms
NOVEMBER	Yachts
DECEMBER	Outdoor

JANUARY	Design Interiors preview Kitchens	20 Nov 2009
FEBRUARY	Connected Home	15 Dec 2009
MARCH	London Design Week preview	20 Jan 2010
APRIL	Door furniture	16 Feb 2010
MAY	Eco Feature	15 Mar 2010
JUNE	Milan Furniture fair review	15 Apr 2010
JULY	Bathrooms Bedrooms	17 May 2010
AUGUST	Wood Flooring	15 June 2010
SEPTEMBER	Decorex, 100% Design & Focus Previews	18 Jul 2010
OCTOBER	Fireplaces/ Heating	13 Aug 2010
NOVEMBER	Carpet/Rugs Connected Home	14 Sept 2010
DECEMBER	Lighting Feature	18 Oct 2010

*All features subject to change without notice *

For more information please call the sales team on 020 7936 6849

ADVERTISING RATES AND MECHANICAL DATA

DIMENSIONS

DPS bleed size: 470mm x 310mm DPS trim size: 460mm x 300mm

Page bleed: 240mm x 310mm Page trimmed: 230mm x 300mm

DPS type area: 428mm x 265mm Page type area: 194mm x 265mm

Half page horizontal: 194mm x 125mm Half page vertical: 93mm x 265mm

Quarter page: 93mm x 125mm

DIGITALLY

All advertisements must be in the form of a PDF file, and be compliant to print standard PDFx1a: all fonts must be embedded, images must be supplied as CMYK 300dpi or higher, and all transparencies must be flattened. Quark Xpress generated pdfs are preferable, although we will accept Indesign pdfs too.

ALTERNATIVE METHODS OF SUPPLY

Artwork supplied to the correct size in either QuarkXpress, Adobe Photoshop, Adobe Illustrator eps or Creative Suite pdf.

All images must be supplied as CMYK and 300dpi and saved preferably in jpeg or pdf format. All screen and printer fonts to be supplied.

When sending any type of file please make sure that all fonts are embedded, create outlines, all layers flattened (including transparencies) and all images are converted to CMYK.

RATES	1 INSERT	3 INSERTS	6 INSERTS	12 INSERTS
DPS:	£4,750	£4,150	£3,700	£3,100
Full Page:	£2,500	£2,300	£2,200	£2,000
Half Page:	£1,800	£1,450	£1,350	£1,200
Quarter Page:	£786	£730	£657	£525

ADDRESS

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John Carpenter House
7 Carmelite Street,
London, EC4Y 0AN

PRODUCT ENTRIES

Single product entry: £200

CLASSIFIED RATES

Showcase section:

1 MONTH 6 MONTHS 12 MONTHS

£385 £330 £310

Classified & Appointments: £25 psc

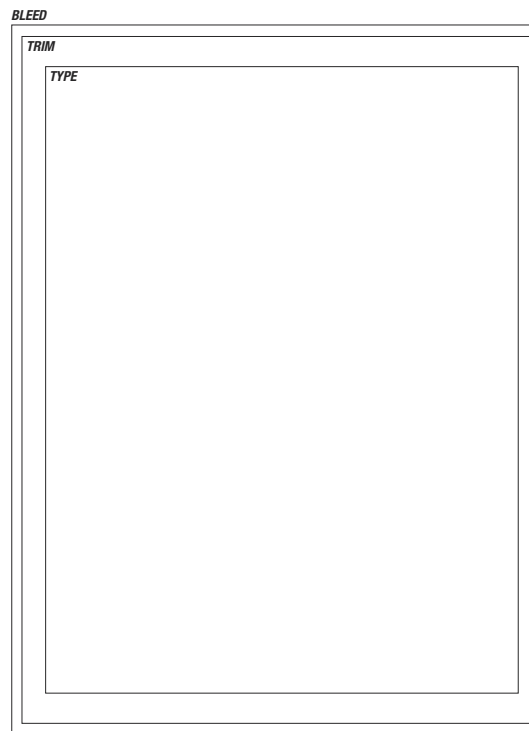
Series discount: 5% for 4, 10% for 8, 15% for 12

CANCELLATION

Eight weeks prior to final copy date

ISSUE DATES

January, February, March, April, May, June, July, August, September, October, November, December



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