

www.idfxmagazine.com

MEDIA
PACK

idfx

INSPIRATION FOR INTERIOR DESIGN PROFESSIONALS

2012

ldfx writes for the luxury residential designers and top suppliers across the world to deliver the perfect blend of inspiration and information. Our idfx team are specialists in interior design and write for a well informed professional readership. We are the only magazine that delivers to the professional interior design sector for which our team canvas opinions from international key players for their attitudes and trends on products and design. So with colourful opinion and bang-on trends, 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, showroom managers and many more. We pride ourselves on delivering both the extraordinary and the very best in residential design and architecture for our readers, who appreciate top quality both in products and projects, and professionalism.



Theresa

“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



WHERE DO THE ENQUIRIES COME FROM?



“idfx is always a great resource with the latest news, information and features for, and about, the design industry. With in-depth profiles, reviews of events and trade shows, it’s a must-read for anyone passionate about design.”

CLAIRE GERMAN, MANAGING DIRECTOR, DESIGN CENTRE CHELSEA HARBOUR

“idfx continues to provide interior designers with exposure to the real issues that affect our work as professionals - new legislation and regulation, combined with inspirational coverage of the work of other designers both nationally and internationally. The British Institute of Interior Design has always contributed to robust discussions on competence and professionalism in idfx and sees it as a key voice in the industry.”

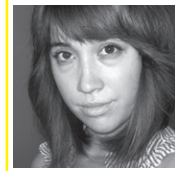
DIANA YAKELEY, PRESIDENT, THE BRITISH INSTITUTE OF INTERIOR DESIGN

“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

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

KATE BURNETT



is both a journalist and a trained interior designer. After seven years on the editorial team of idfx, including four as editor, Kate went freelance in spring 2011 and is now working as a writer and consultant in contemporary design. She has also recently launched her own company, Faces + Spaces, a new interior design and architecture consultancy. Kate continues to write for idfx and is responsible for the Portfolio section. She also writes about contemporary

interiors for a wide range of titles - her work has been published in Elle Decoration and Architectural Digest among others.

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 2012

REGULARS:

Pulse – new product highlights

News – the latest information making the industry headlines

Diary – events to look out for in the coming month

Company Profile – we focus on one company making the news

Profile – an exclusive interview with a top design star

Q&A – inside the mind of an industry specialist

Portfolio – inspiring interior projects from around the world

Practice Profile – behind the scenes at a leading practice

Showrooms – new places and spaces for sourcing products

Kitchen & Bathroom Pulse – new product highlights

Opinion – a design guru talks about a hot topic of their choice

FOCUS SUPPLEMENTS

JANUARY Kitchens

MARCH Fabrics

APRIL Outdoor

JUNE Flooring

SEPTEMBER Bathrooms

DECEMBER Lighting

JANUARY

Designers' Secret Sources

FEBRUARY

Glass in Interiors
Doorways and Partitions

MARCH

Up and Coming Interior Designers
Maison et Objet

APRIL

British Design Industry
Kitchens

MAY

Eco Feature
Lighting

JUNE

Milan Furniture Fair Review
Home Technology

JULY

Bathrooms
Bedrooms

AUGUST

Wood Flooring

SEPTEMBER

Decorex, 100% Design & Focus Previews
Wallpaper

OCTOBER

Heating

NOVEMBER

Carpet/Rugs
Door Furniture

DECEMBER

Yachts

*All features subject to change without notice *

For more information please call the sales team on 020 7406 6629

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 | £3,200 |
| Full Page: | £2,610 | £2,350 | £2,220 | £1,960 |
| Half Page: | £1,570 | £1,410 | £1,320 | £1,195 |
| Quarter Page: | £875 | £840 | £795 | £715 |

ADDRESS

idfx magazine
First floor, Boundary House
91 Charterhouse Street
London, EC1M 6HR

PRODUCT ENTRIES

Single product entry: £200

CLASSIFIED RATES

Showcase section:
1 month 6 months 12 months
£385 £330 £310

Classified & Appointments: £25 pscc

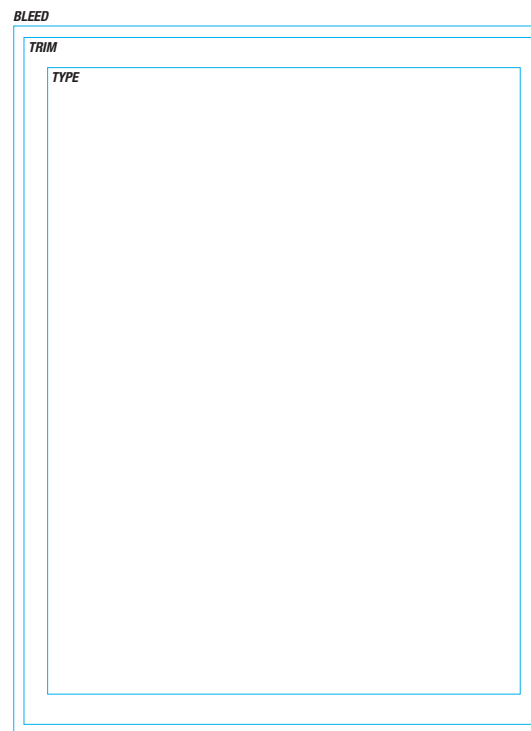
Series discount: 5% for 4, 10% for 8, 15% for 12

CANCELLATION

Eight weeks prior to final copy date

ISSUE DATES

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



SUBSCRIPTIONS

cs@progressivemediagroup.com
0845 155 1845

ADVERTISING

40 – 42 Hatton Garden,
London, EC1M 8EE

Sales director

Joe Maughan
jmaughan@idfxmagazine.com
020 7406 6543

Sales managers

Alistair FitzPatrick
afitzpatrick@idfxmagazine.com
020 7406 6629

+

Ryan Sloan
rsloan@idfxmagazine.com
020 7406 6623

Account manager

Craig Jones
cjones@idfxmagazine.com
020 7406 6577

New business manager

Dean Cassar
dcassar@idfxmagazine.com
020 7406 6626

Special projects

Sam Dennis
sdennis@idfxmagazine.com
020 7406 6616

+

Duncan Custerson
duncan.custerson@idfxmagazine.com
020 7406 6622

Classified sales executive

Chris Boshier
chris.boshier@idfxmagazine.com
020 7406 6551

Products researcher

Carly Bain
carly.bain@idfxmagazine.com
020 7406 6542

EDITORIAL

First floor, Boundary House
91 Charterhouse Street,
London, EC1M 6HR

Assistant editor

Jenny Brewer
jbrewer@idfxmagazine.com
020 7336 5293