



MATERIAL INTELLIGENCE
FOR FURNITURE AND INTERIOR DESIGN

2017 Master Plan:

Occupy the Design Media Educating the Educators

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New for 2017: Occupy the Design Media!

Embedded Feature Stories in Top Magazines Serving Targeted Specification Markets

It's time we took a hard look at where our materials are going...and went there ourselves.

Over the last several years of creating educational content and interacting with thousands of designers we've learned a lot about how they think and work.

We've also been more than a little surprised at how deeply entrenched misperceptions about our materials are, based mostly on outdated, outmoded and second-hand information.

What can we do?

We can go to where they already are.

Occupy Design Magazines!

Material Intelligence is partnering with the top magazines reaching Commercial, Retail, Hospitality and Healthcare designers to create special sponsored Material Intelligence educational materials sections in their most important issues of the year.

Let's tell your story in half- or full-page features, in terms relevant to these important specifiers, in an editorial environment they already know and love. Material Intelligence will help you decide on an angle, do the interviews, prep your images, write the story, get your approvals and place it in the targeted magazines and issues.

It's a turnkey solution, and an unparalleled value.

Because these magazines are trusting us to supply first-rate editorial content, **the cost for editorial sponsorships is far less than display advertising**. This is the best way for us to begin the education process, delivering much more information at less than half the cost of display advertising.

Possible subjects include new design launches; improved performance or environmental properties; references to CEUs or online educational content; and, of course, project case studies and designer interviews about your materials.

Upstream suppliers – decors, textures, material components – should use this format to advance understanding of surfacing materials as an entire category.

By establishing a regular presence in these important titles we'll begin to “occupy” designers' minds, becoming more familiar, more trusted, and more frequently specified.

And by **working together to create a materials section, we reinforce the idea that our industry offers a wide range of responsible design and material solutions** perfect for their markets.

Occupy the Design Media – Targeted Magazines and Issues

Material Intelligence has analyzed the top magazines reaching these audiences, and recommends beginning our occupation with two titles in 2017: [Interiors + Sources](#) and [Design:Retail](#).

Interiors + Sources reaches over 33,000 print readers, a circulation audited and confirmed by BPA Worldwide. In addition, I+S has nearly 18,000 unique monthly visitors to its website, reaches 38,000 readers of its two e-newsletters.

- 76% Specify for Office
- 51% Specify for Hospitality
- 44% Specify for Healthcare
- 39% Specify for Education
- 23% Specify for Retail

Retail specifiers are the only weak spot of the I+S circulation, which is why **Design:Retail** is the other selection for our occupation. DR reaches 20,000 print readers, and over 17,000 monthly online visitors. While it is not BPA audited, DR is acknowledged to be the leading magazine reaching retail interior designers.

Recommended placements:

- March – I+S: Design Educators Special Issue – IDEC Conference Distribution
- March – D:R: GlobalShop; Surfacing Focus
- June – I+S: NeoCon; Surfacing Materials
- November – I+S: Kitchen and Bath
- November/December 2017 – D:R: Retail Design Buyer’s Guide

For maximum impact, your messages should appear in each of these placements, with images and information relevant to the current issue and audience. Half-page features allow us to zero in on design, specific material advantages or innovations, or aspects of a project or installation. Full-page features give us room for a fuller discussion, as well more images for this visual audience.

Costs:

- *Design:Retail*
 - Half-page feature: \$3,000
 - Full-page feature: \$5,500
- *Interiors + Sources*
 - Half-page feature: \$3,500 (\$4,500 for the IDEC issue, see below)
 - Full-page feature: \$6,000 (\$6,500 for the IDEC issue, see below)

Educating the Educators: Connecting with IDEC

Beginning in 2017, Material Intelligence is teaming up with the Interior Design Education Council to help its design educator membership with programming, content and samples for classroom use.

This...is...huge!

The first job many design students get right out of university is ... drum roll please ... organizing the resource library! Sadly, they've had only a few days of dedicated materials education through their entire education, so they start at a disadvantage.

Not being armed with a proper perspective on materials options leaves them susceptible to the opinions (okay, let's call it baggage) of the firm's senior design specifiers, who apparently learned everything they need to know about "laminates" in 1972. Those low opinions then are passed on to the newly graduated students.

Boom...we've lost another generation of specifiers.

Until now!

Materials Exhibit at the IDEC Conference, Featuring Our Products

IDEC was so impressed after seeing the Materials Pavilion at NeoCon that they've asked us to recreate a similar materials exhibit at their annual conference, March 2017, Chicago.

They've also asked us to give presentations on materials and applications, and to work with their members – design school teachers and professors – to create materials-oriented classroom content for use starting with the Fall 2017 semester.

This is our chance to interact directly with educators, and bring them up to speed on what we have to offer in an experiential format.

We're creating a special IDEC section in the March issue of *Interiors + Sources*, for distribution at the conference, as well as to the many hundreds of non-member educators who still use IDEC as a resource.

Your product and company story must be part of that section with a sponsored feature story or case study.

Material Intelligence and I+S will create your content and feature your samples at the conference!

Half page: \$4,500; Full page: \$6,500.

Classroom Programming on Your Materials for Educators

Using what we'll learn from IDEC in March, we'll begin working with educators to create curriculum content on your materials for them to use in the fall of 2017.

This includes CEU-style presentations, scripts, case-study profiles, and a plan for putting material samples into their student libraries.

Creative costs for these modules will be similar to CEU development. Budget approximately \$4,500. These costs don't include sending material samples or product binders to the schools.

Materials Pavilions/Pop-Up Resource Libraries

1. GlobalShop (Las Vegas, 23-25 March)

- a. Due to poor traffic and results at GlobalShop over the last four years, Material Intelligence will not be showing in 2017.
- b. We feel a better use of our resources will be to create a materials section in the GlobalShop issue of *Design:Retail*. See page 3.

2. NeoCon (Chicago, 12-14 June, in partnership with *Interiors + Sources Magazine*)

- a. Added-value opportunities are available
 - i. Basic Package (Tabletop only): \$5,000
 - ii. Gold Package: \$6,950
 - One full-page ad in the May issue of *Interiors + Sources* (distribution over 31,000 in May and 2,500 extra copies distributed at the NeoCon event in June).
 - Photo, text and link in a special edition DESIGNFLASH e-newsletter distributed mid-May to over 23,000 A&D professionals
 - i. Signature Package: \$9,500
 - Gold package benefits, plus:
 - Extra recognition and exposure in the Materials Pavilion and related promotions, custom-designed to meet your goals

3. NeoCon East (October/November, Philadelphia)

- a. Samples-only sponsorship: \$3,995
- b. Gold Package (custom opportunity): \$4,995

TCM North America: Decorative Surfaces Conference 2017

The DSC continues to grow, with the support and input of our industry's most forward-looking companies. Click [here](http://www.surfaces-conference.com/) for the DSC website (<http://www.surfaces-conference.com/>).

The Designer Sessions bring in commercial specifiers for unparalleled educational and networking opportunities.

Sponsorship of the conference is still only \$6,000.

Location and dates to be announced at the beginning of 2017.

Custom Editorial, Photography, CEU Articles and Presentations

Links: [Advertorials](#), [Custom CEUs](#), [Photo Features](#), [Photography](#)

Material Intelligence offers professional photography and editorial services, to help you create first-class content for online or in-print placement. A typical shoot ranges from \$800 - \$1,200, plus expenses.

We've also developed an expertise in creating certified CEU presentations and articles for several different types of suppliers (flooring, stone, seating, technology) to the A&D community. Let us help you create a custom CEU for your company. Content development fees range from \$3,500 to \$4,500.

Find out more about our turnkey CEU creation processes [here](#).

Detailed In-Person Market Research

Material Intelligence has conducted several confidential market research studies and focus groups for materials suppliers looking to get feedback on existing and prototype materials, and to explore opportunities in new markets or for new applications.

Our journalistic style of meeting face-to-face with working designers has led to an incredible depth of understanding of this critical market.

Costs depend on the nature of the research. Contact us to create a custom project.

But Wait, There's More!

Concepts for additional live designer events are currently under development, please stay tuned.