



insight.

people | places | technology



MEDIA PACK 2020

The world's most authoritative source of features, news and views for the contemporary workplace

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As the boundaries between the various aspects of our working lives blur, so too do those that once existed between the different disciplines that work within the built environment sector. Workplace Insight reports and comments on issues related to those disciplines; including facilities management, design, contract interiors, property, technology, procurement, human resources and general management, and explores their relationships with each other.

Written from a neutral standpoint with contributions from practitioners as well as suppliers and industry bodies, Workplace Insight is the most exciting voice in the field of workplace design and management and is the UK's most widely read publication in the sector according to Alexa data.

Daily news updates, analysis and comment is shared online with thousands of practitioners. Thousands of unique users read the site each day offering those who work with us the chance to reach out to a unique audience of decision makers and influencers.



A few years ago, when listening to office designers and suppliers about trends in the market, it became apparent that they were not merely holding new conversations about the workplace with their customers, but also holding them with new people within each organisation. As well as facilities and property managers, they were talking far more with senior executives, HR directors and managers, IT specialists, project managers and change managers.

This was not a new phenomenon as such because we've known for some time that the workplace sits at the intersection of people, place and technology, but it was a significant crystallisation of it. We had reached a tipping point in which conversations about the workplace had to pay at least as much attention to the digital and cultural space as the office itself.

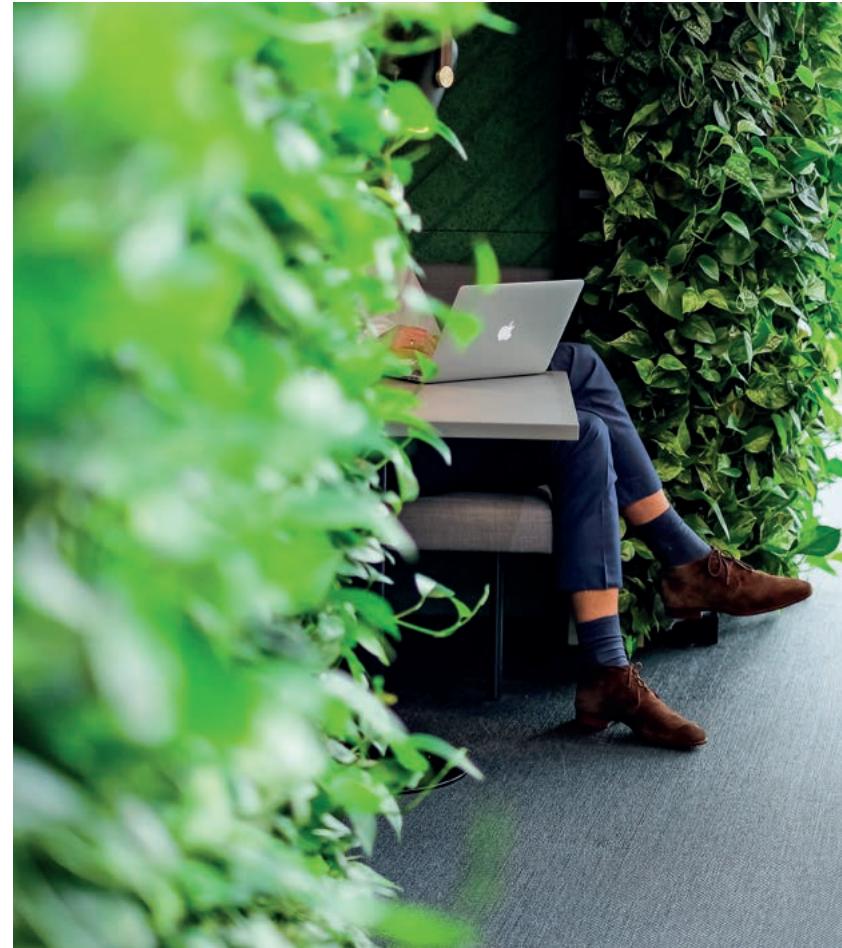
What has emerged is both a new way of thinking about the workplace and a new group of people doing the thinking. It remains a discipline rather than a profession and Insight are pleased to be at the forefront of the drive for better work and workplaces, first with online publication Workplace Insight and now with IN Magazine, the first of its type dedicated to the new era and a way of holding fresh conversations about it.

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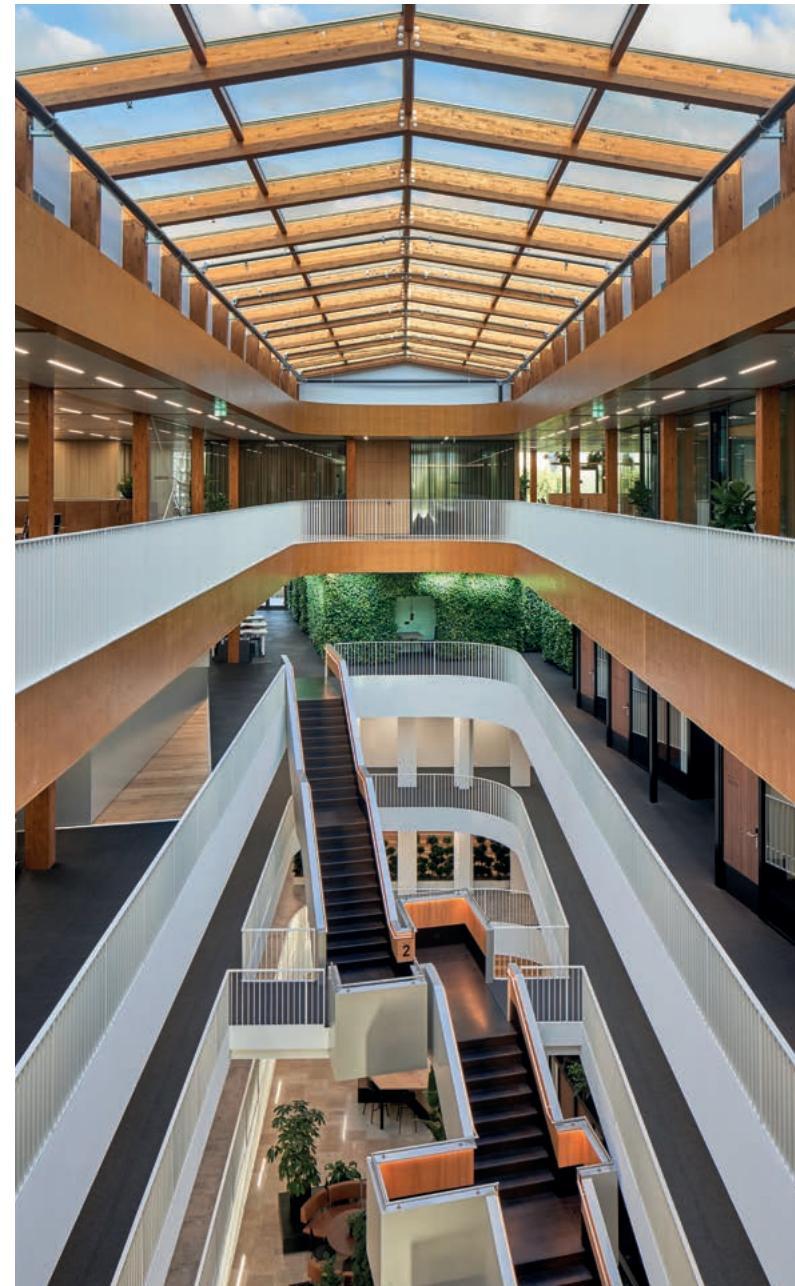
PEOPLE / PLACES / TECHNOLOGY

IN MAGAZINE
ISSUE 1, JANUARY 2020

- WORKPLACE DISRUPTION
- SANDRA GRITTI ON THE EDGE
- SIEMENS' NEW ZUG CAMPUS
- THE UNSCIENCE OF DATA



The readership



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in

89,116

average monthly unique visitors



41

median age of readers



17,874

confirmed weekly newsletter subscribers



197,023

monthly page views



64%

occupiers inc HR, FM, IT and RE managers

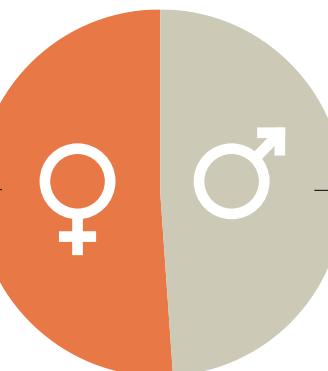


18%

specifiers inc architects and designers



51% female readership



49% male readership

Source:
Google Analytics Jan1 2019 to Dec31 2019 / details
of confirmed newsletter subscribers

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We welcome contributions that comply with our strict editorial guidelines.

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SIEMENS, ZUG, SWITZERLAND



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We accept the following ad formats:

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Dimensions:

Sidebars: 265 px wide by up to 600px high

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Please supply a URL for linking ads and to allow us to provide readership data.

Contributions should be supplied in a word format, typically are around 800 to 1,000 words in length and should include where possible an image and author details including a recent picture.

Opportunities

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IN Magazine

Please supply as a high resolution, print-ready PDF, in CMYK, uncoated profile with a printed colour proof.

Single page: £1,000

Trim size: H 420 mm x W 275 mm
Bleed: H 426 mm x W 281 mm

Double page: £2,000

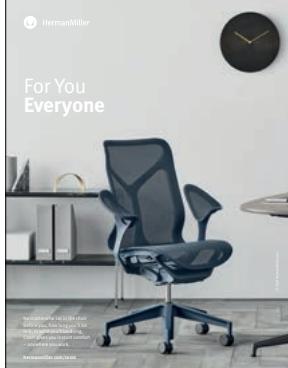
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Please send all artwork and production enquiries to enquiries@workplaceinsight.net

Workplace Insight Podcast

A new opportunity to join the ongoing and developing debate about work and workplaces. Available on iTunes, Spotify and Soundcoud.





The Herman Miller Aeron Chair is a high-back ergonomic office chair with a mesh backrest and a five-star base. It is shown in a modern office setting with a desk, a lamp, and a bookshelf in the background.

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Editorial



A few years ago, when I was interviewing office designers and engineers about trends in the workplace, I asked them if they thought that more and more companies were having conversations about the workplace with their customers, but also holding their own internal conversations about the workplace with their employees. The design managers, who were talking more with senior executives (HR directors and digital strategists), were telling me that they were seeing a shift in the way people were thinking about the workplace.

This was not a new phenomenon at all; it's been known for some time that the workplace is at the intersection of people, place and technology, but it was a new awareness that the workplace was becoming a key differentiator for companies and workplaces. We, for our online publication Workplace Insight and now IN Magazine, have been trying to dedicate as much time as we can to holding such conversations about it.

I hope you enjoy this first pilot issue, and I hope you subscribe to receive future issues once we begin publishing it in earnest in 2019 and the coming year.

Mark Dzurisin
President, IN Magazine

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Life on the edge



Sandra Gorini of Edge on why creating the best office building in the world was never going to be enough

DESIGN: INNODRIVEARCHITECTURE
PHOTOGRAPHY: FREDERIC LACROIX

The Olympia building, designed to use the light as its main source of energy.



Viva Bisley
BISLEY TRANSFORMS ITS MADRID SHOWROOM TO LAUNCH ITS COLLABORATION WITH MC GROVE, VETRAPPONE & NARIN BEAL.

Sports Direct
London office

Bixby Collection

Kruze Collection

Flex gives teams extra control
THE OFFICE FURNITURE INDUSTRY IS DEMANDING TO SUPPORT TEAM-BASED WORK WITH THE NEW SPENDING CYCLE OF THIS TIME

Sequoia has launched The Flex, an innovative new modular system designed to support the needs of today's fast-paced business environment. From head-to-head to open-plan, from individual workstations to large-scale meeting rooms, Sequoia has created a modular system that can easily be reconfigured and expanded as your needs change.

Red Alert
More than 500 of Delta Dental's employees have been working from home since March, and the company is continuing to support its employees through the challenges of the pandemic. Delta Dental has implemented a range of measures to ensure the safety of its employees and their families, including enhanced cleaning protocols, remote work options, and flexible scheduling.



STEFANO-BOERI | ARCHITETTI LIUZHOU | FOREST CITY

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