



# insight.

people | places | technology



## **MEDIA PACK 2020**

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

- [www.workplaceinsight.net](http://www.workplaceinsight.net)
- [enquiries@workplaceinsight.net](mailto:enquiries@workplaceinsight.net)
- 00442032393418

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.

in

PEOPLE / PLACES / TECHNOLOGY

IN MAGAZINE

ISSUE 2 | JUNE 2020

- THE SECOND PHASE OF WORK
- NORDEA'S STELLAR BUILDING
- WHERE NOW FOR THE OFFICE?
- MAPPING WORK CULTURES







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

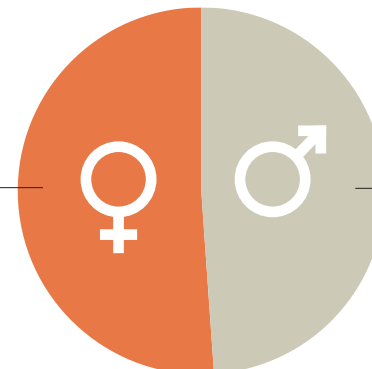


18%

specifiers inc architects and designers



51% female readership



49% male readership

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

## workplaceinsight.net

### Contribute

We welcome contributions that comply with our strict editorial guidelines.

### Advertise

Hyperlinked sidebars: £470 per week

Hyperlinked top banner: £500 per week

Ads run on all pages and include hyperlinks and unlimited changes to mirror product launches, campaigns etc.

### Sponsor

Editorial promotion: £250 per feature

Newsletter banner: £350 per week

Podcast: On Request

Featured pages: On request

Briefings: £3,500 including permanent hosting, ideas development, copywriting and layout

HORIZON | GLOBAL COMMAND & CONTROL CENTRE, NORDEA, WARSAW



### Mechanical data

We accept the following ad formats:

● gif ● jpg ● html ● png

### Dimensions:

Sidebars: 265 px wide by up to 600px high

Banners: 600 px wide by 120 px high

*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.





## IN Magazine

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

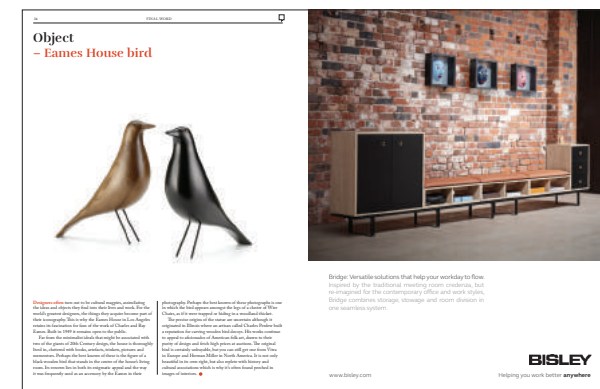
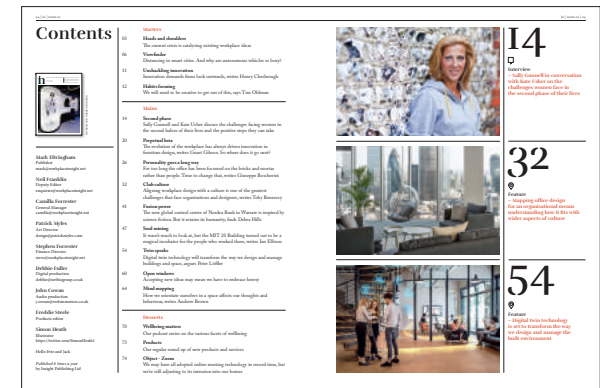
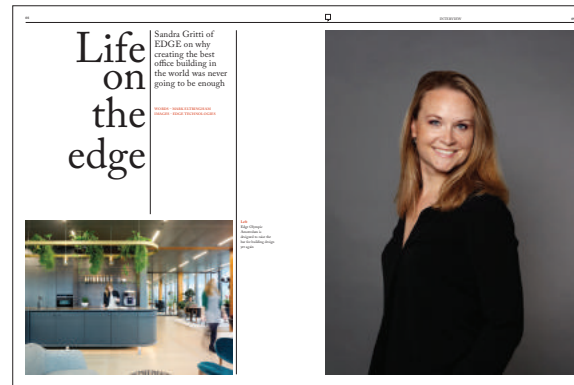
**Single page:** £1,750  
Trim size: W 210 mm x H 275 mm  
Bleed: W 216 mm x H 281 mm

**Double page spread:** £2,500  
Trim: W 420 mm x H 275 mm  
Bleed: W 426 mm x H 281 mm

Please send all artwork and production enquiries to [enquiries@workplaceinsight.net](mailto: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 Soundcloud.



## workandplace.com

A unique high brand value opportunity to connect with buyers and influencers in both print and digital media worldwide

### In Article

Online article carries advert in text at least once in first or second reading frame.

PDF file - Ad banner at footer of each page:

\$600-1,500 per article, for 2 years, varies depending on article.

### 'Bento Box'

- 1 Logo on cover to Bento Box
- 2 Article
- 3 Video
- 4 Podcast

\$2,500 per Bento Box for 2 years

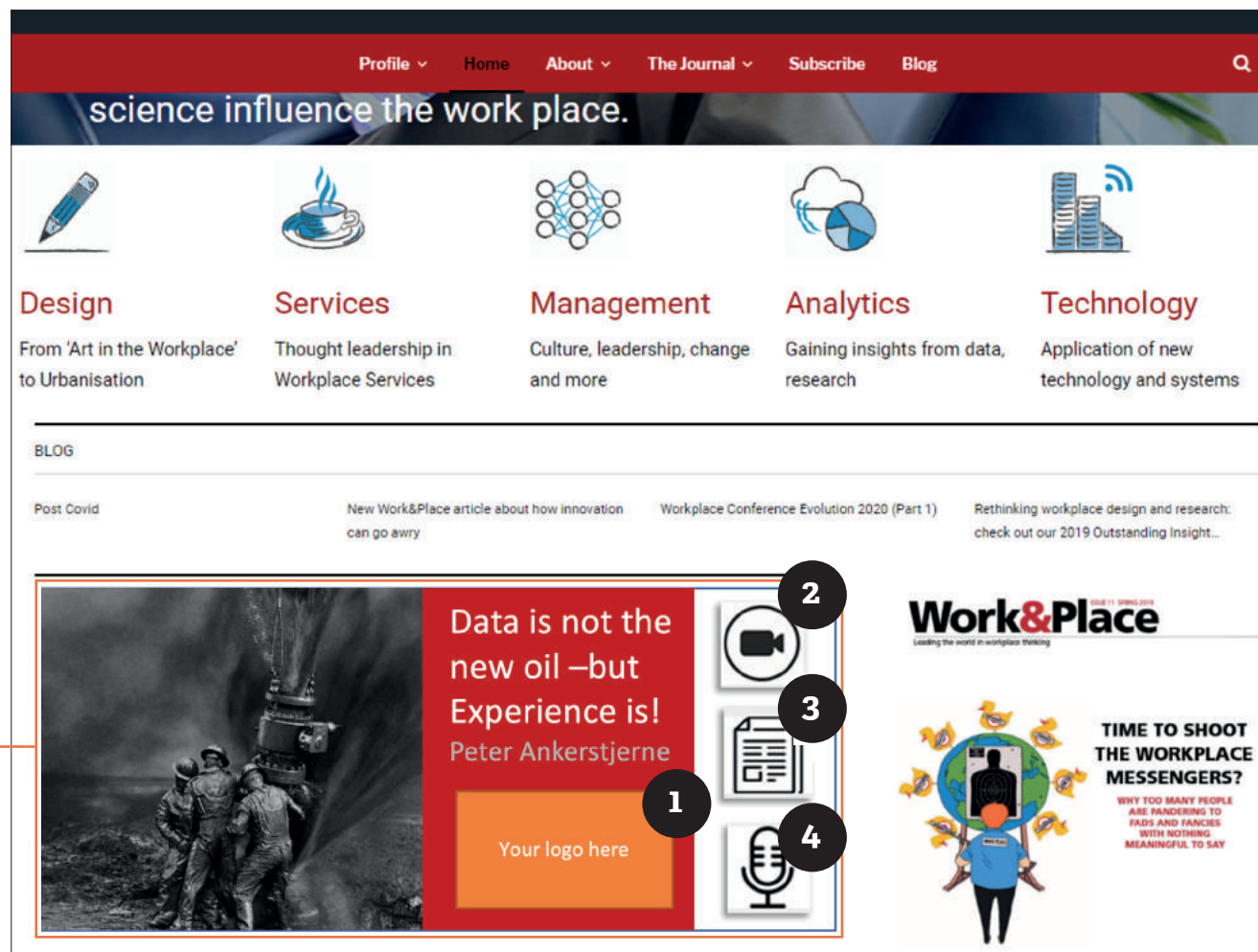
### Web Site Page

Footer banner to Home, About and Blog pages

\$250 per month

# Work&Place

Leading the world in workplace thinking







MODUS

## General

[www.workplaceinsight.net](http://www.workplaceinsight.net)  
[enquiries@workplaceinsight.net](mailto:enquiries@workplaceinsight.net)  
00442032393418

@InsightOnWork  
<https://www.linkedin.com/groups/4761614/>

## Mark Eltringham

Publisher  
[mark@workplaceinsight.net](mailto:mark@workplaceinsight.net)  
00447970902115  
@markeltro

## Neil Franklin

News and online editor  
[enquiries@workplaceinsight.net](mailto:enquiries@workplaceinsight.net)

## Camilla Forrester

General Manager  
[camilla@workplaceinsight.net](mailto:camilla@workplaceinsight.net)

