



insight.

people / places / technology



Media pack 2021

THE WORLD'S MOST
AUTHORITATIVE SOURCE
OF FEATURES, NEWS
AND VIEWS FOR THE
CONTEMPORARY WORKPLACE

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- 00442032393418

As the boundaries between the various parts of our working lives blur, so too do those that once existed between the various workplace disciplines.

Insight, IN Magazine and the IN Conversation podcast have been created to explore the most essential issues for anybody with an interest in work and workplaces.

With contributions from practitioners as well as suppliers and industry bodies, we offer a platform for the most exciting and well-informed voices on the subjects of people, places and technology.

Thousands of unique users read the website and magazine each day, offering you the chance to reach out to a unique audience of decision makers and influencers.



The ever-changing nature of work means that a growing number of professionals from a wide range of disciplines are involved in decisions about offices, technology and working culture.

Those decisions not only drive organisational success, they also define people's experience of work. The two go hand in hand.

And because the workplace sits at the intersection of people, place and technology, Insight and IN Magazine have always been at the forefront of this progressive approach.

in

PEOPLE / PLACES / TECHNOLOGY

IN MAGAZINE

ISSUE 5 | FEBRUARY 2021

- A NEW FEUDALISM?
- MASKING THE PROBLEM
- NATIONAL COVID RESPONSES
- ATHENIAN DESIGN BLOOMS



89,116

average monthly unique visitors



41

median age of readers



17,874

confirmed weekly newsletter subscribers



47,856

IN Readership



197,023

monthly page views



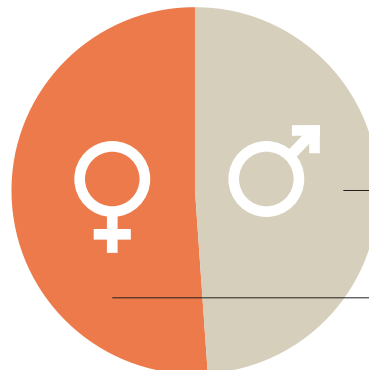
64%

occupiers inc HR, FM, IT and RE managers



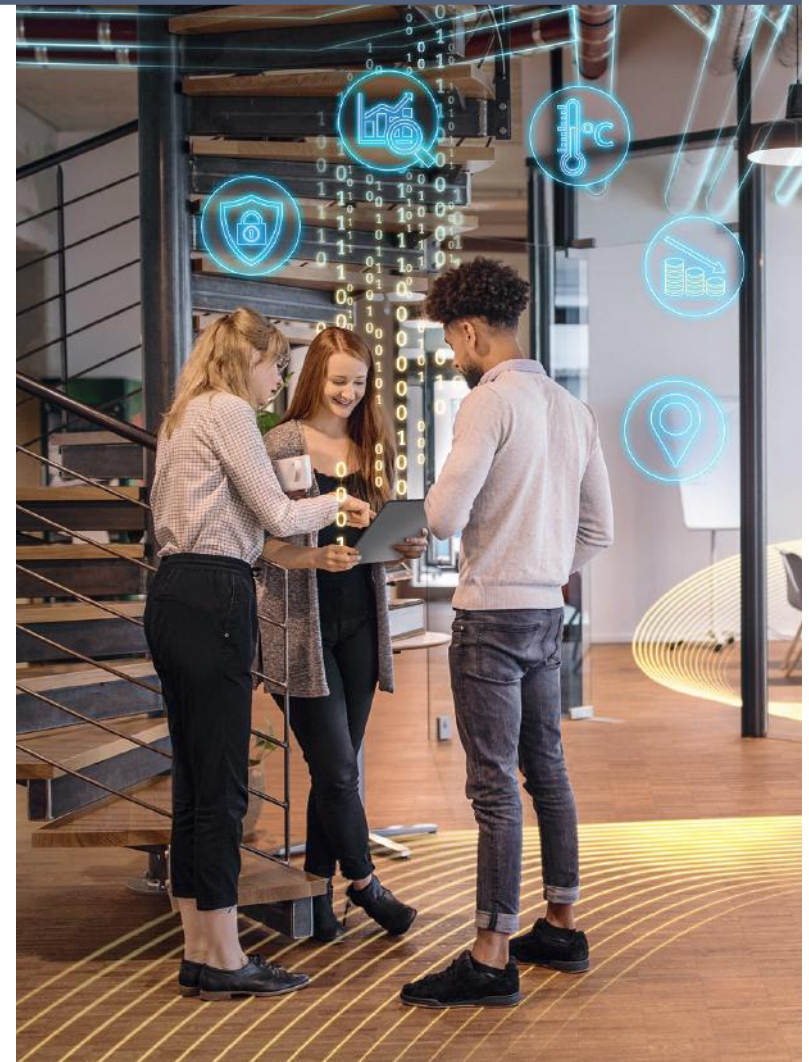
18%

specifiers inc architects and designers



49% male readership

51% female readership



SIEMENS

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CONTRIBUTE

We welcome contributions that comply with our strict editorial guidelines.

ADVERTISE

Hyperlinked sidebars: £470 per week

Hyperlinked top banner: £500 per week

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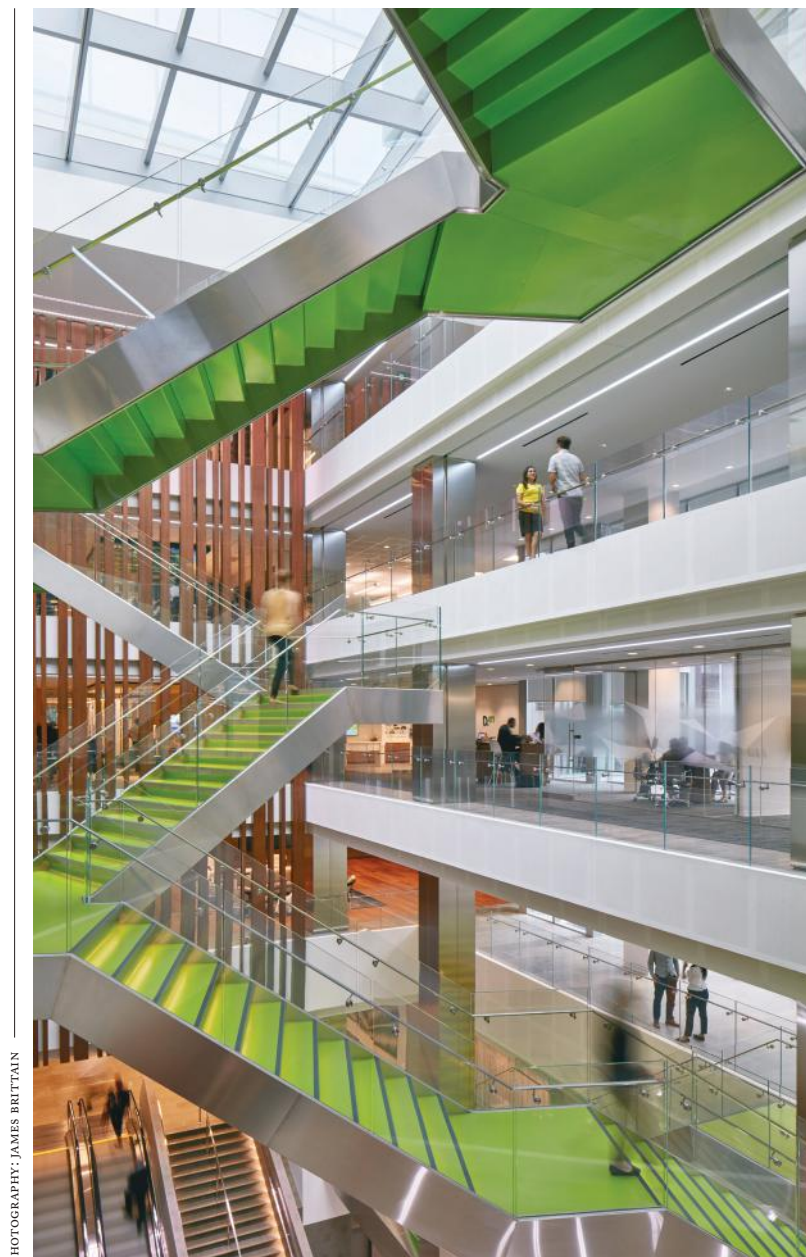
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Podcast: £9,000 per season

Featured pages: On request

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



PHOTOGRAPHY: JAMES BRITTAIN

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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.

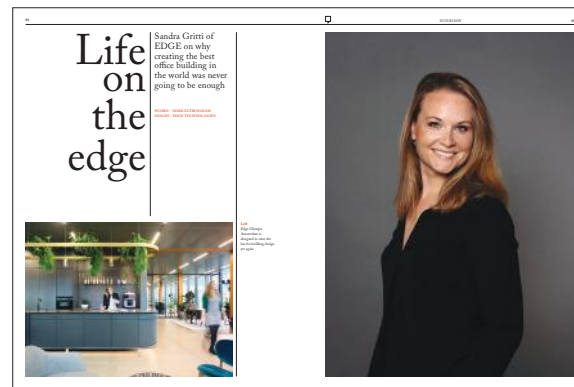
Single page: £1,750
Trim size: W 210 mm x H 275 mm
Bleed: W 216 mm x H 281 mm

Double page spread: £2,500
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Bleed: W 426 mm x H 281 mm

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

IN CONVERSATION PODCAST

A new opportunity to join the ongoing and developing debate about work and workplaces.



workandplace.com

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

FEATURES

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

Bento Box is designed to maximize engagement around a W&P topic, combining on-line and downloadable PDF c3,500-word W&P Journal article with a short video author interview and 20-minute 'on-topic' podcast.





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