



insight.

people / places / technology



Media pack 2022

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

Insight, IN Magazine, the INSide Supplement series 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.

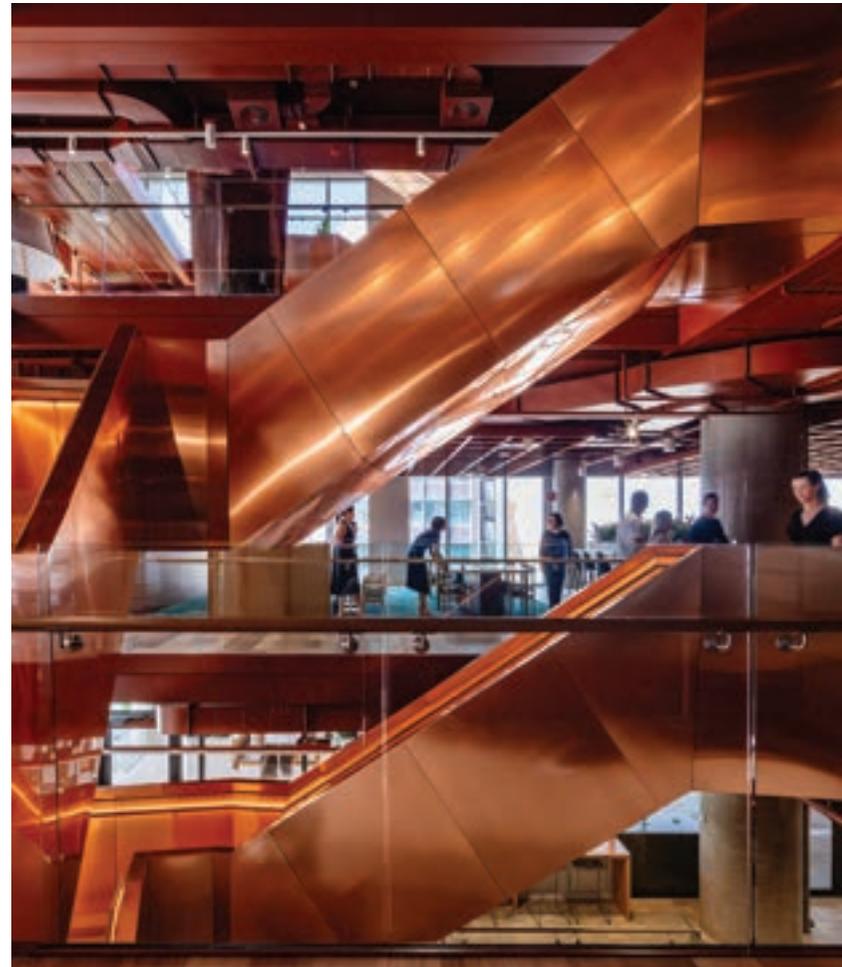
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PEOPLE / PLACES / TECHNOLOGY

IN MAGAZINE

ISSUE 9 | JANUARY 2022

- THE WORLD'S BEST OFFICE?
- WHERE THERE'S MUCK...
- UNDERSTATED RESILIENCE
- VITAL WORK EXPERIENCES



90,123

average monthly unique visitors



41

median age of readers



16,874

confirmed weekly newsletter subscribers



46,856

IN Readership



198,310

monthly page views



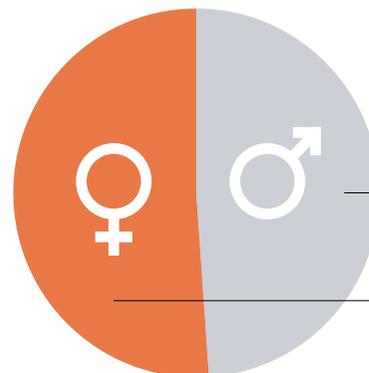
65%

occupiers inc HR, FM, IT and RE managers



18%

specifiers inc architects and designers



49% male readership

51% female readership



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We welcome contributions that comply with our strict editorial guidelines.

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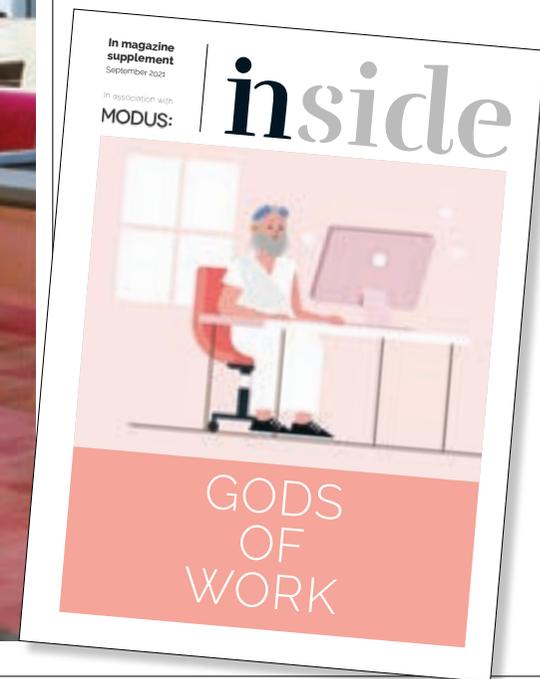
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IN CONVERSATION PODCAST

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



Work Better

It's time for an experience that is functionally better.

Steelcase

The product lifecycle starts with a single step — Joanna Knight

Steelcase is a leading manufacturer of office furniture and workplace solutions. The company is committed to creating a better way of working, and is focused on the product lifecycle from design to production. Joanna Knight, Steelcase's Chief Executive Officer, discusses the company's commitment to sustainability and the importance of the product lifecycle.

“We have a responsibility to our customers, our employees, and the planet. We are committed to creating a better way of working, and are focused on the product lifecycle from design to production. We are committed to sustainability and the importance of the product lifecycle.”

How can we maximise the useful life of finite, natural resources?

Circle of life

Environmental campaigner, sustainability and wellbeing consultant, Georgia Elliott-Smith discusses her vision for change.

Georgia Elliott-Smith is a sustainability and wellbeing consultant. She is passionate about creating a better way of working, and is focused on the product lifecycle from design to production. She discusses the importance of sustainability and the role of the product lifecycle in creating a better way of working.

“We are committed to creating a better way of working, and are focused on the product lifecycle from design to production. We are committed to sustainability and the importance of the product lifecycle.”

The machine stops

The events of the recent past have exposed problems with the way we work, and revealed the way to something better.

The recent events of the past have exposed problems with the way we work, and revealed the way to something better. This article discusses the challenges of the current work environment and offers solutions for creating a better way of working.

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Viewfinder

Viewfinder is a leading provider of office furniture and workplace solutions. The company is committed to creating a better way of working, and is focused on the product lifecycle from design to production. Viewfinder discusses the company's commitment to sustainability and the importance of the product lifecycle.

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TWIN PIQUES

Digital twin technology has the potential to revolutionise the way we plan and manage buildings and cities.

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Object - Handles

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