



insight.

people / places / technology



Media pack 2022

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

- www.workplaceinsight.net
- enquiries@workplaceinsight.net
- 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, 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.

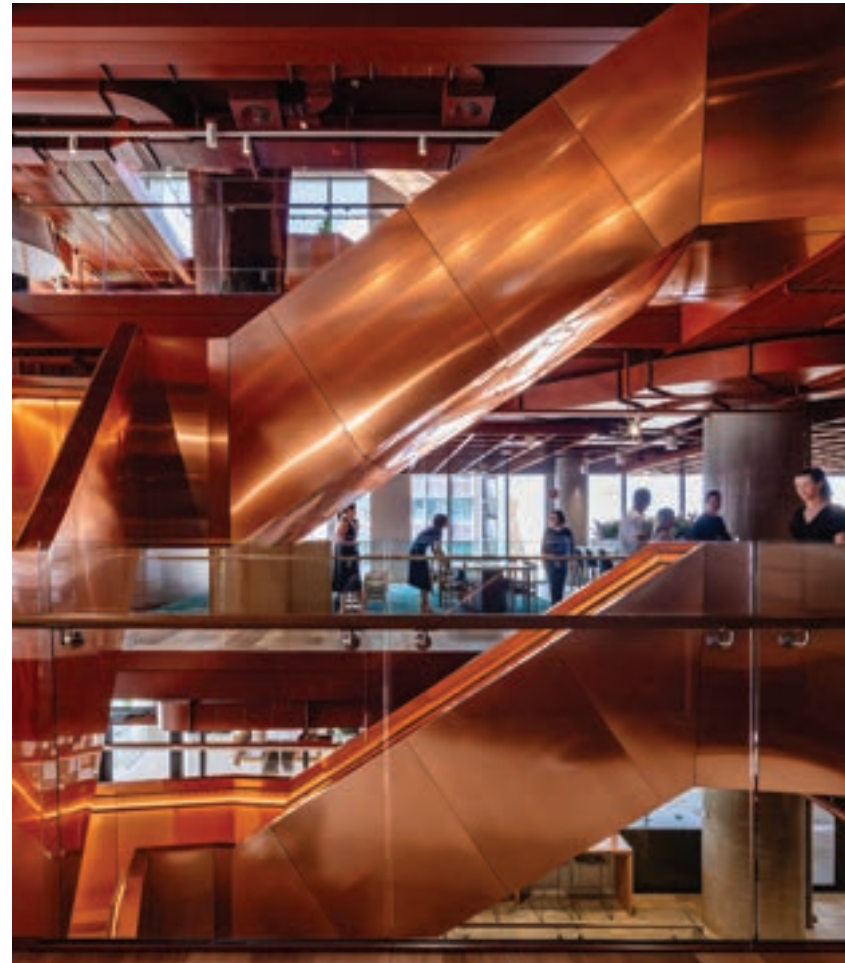
in

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



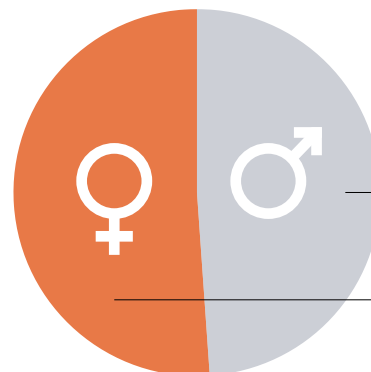
65%

occupiers inc HR, FM, IT and RE managers



18%

specifiers inc architects and designers



49% male readership

51% female readership



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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 this is reflected in its products and services. The article discusses the company's approach to product development and its commitment to sustainability.

Circle of life

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

Georgia Elliott-Smith is a leading voice in the sustainability and wellbeing space. She discusses the importance of creating a circular economy and the role of individuals in driving change. The article highlights her work with various organizations and her vision for a more sustainable future.

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 article explores the challenges of the modern workplace and offers solutions for creating a more balanced and productive environment. It discusses the importance of mental health, work-life balance, and the role of technology in the workplace.

Viewfinder

Viewfinder is a leading provider of digital signage solutions. The company offers a range of products and services for businesses of all sizes. The article discusses the company's approach to digital signage and its commitment to innovation.

TWIN PIQUES

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

Digital twin technology is transforming the way we design and manage buildings and cities. The article discusses the benefits of digital twins and how they can be used to improve efficiency and reduce costs. It also highlights the challenges of implementing digital twin technology.

Object - Handles

Object - Handles is a leading provider of ergonomic solutions. The company offers a range of products and services for businesses of all sizes. The article discusses the company's approach to ergonomics and its commitment to creating a safer and more productive workplace.

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General

www.workplaceinsight.net
enquiries@workplaceinsight.net
00442032393418

@InsightOnWork

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

Mark Eltringham

Publisher

mark@workplaceinsight.net

00447970902115

@markeltro

Neil Franklin

News and online editor

enquiries@workplaceinsight.net

Camilla Forrester

General Manager

camilla@workplaceinsight.net

