



# insight.

people / places / technology



## Media pack 2024

THE WORLD'S BEST SOURCE  
OF FEATURES, NEWS  
AND VIEWS ON WORK AND  
WORKPLACES



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- 00442032393418

## People. Places. Technology

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, Works Magazine, the IN Conversation podcast and now a new series of events 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.



# 87,125

average monthly unique visitors



# 41

median age of readers



# 12,801

confirmed weekly newsletter subscribers



# 193,246

monthly page views

# 63%

occupiers inc HR, FM, IT and RE managers



# 20%

specifiers inc architects and designers



# 49,103

IN readership



# 67%

fit-out firms, architects, designers and other specifiers



# 23%

other office trade including manufacturers, designers and commercial



# 41,207

Works readership



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**

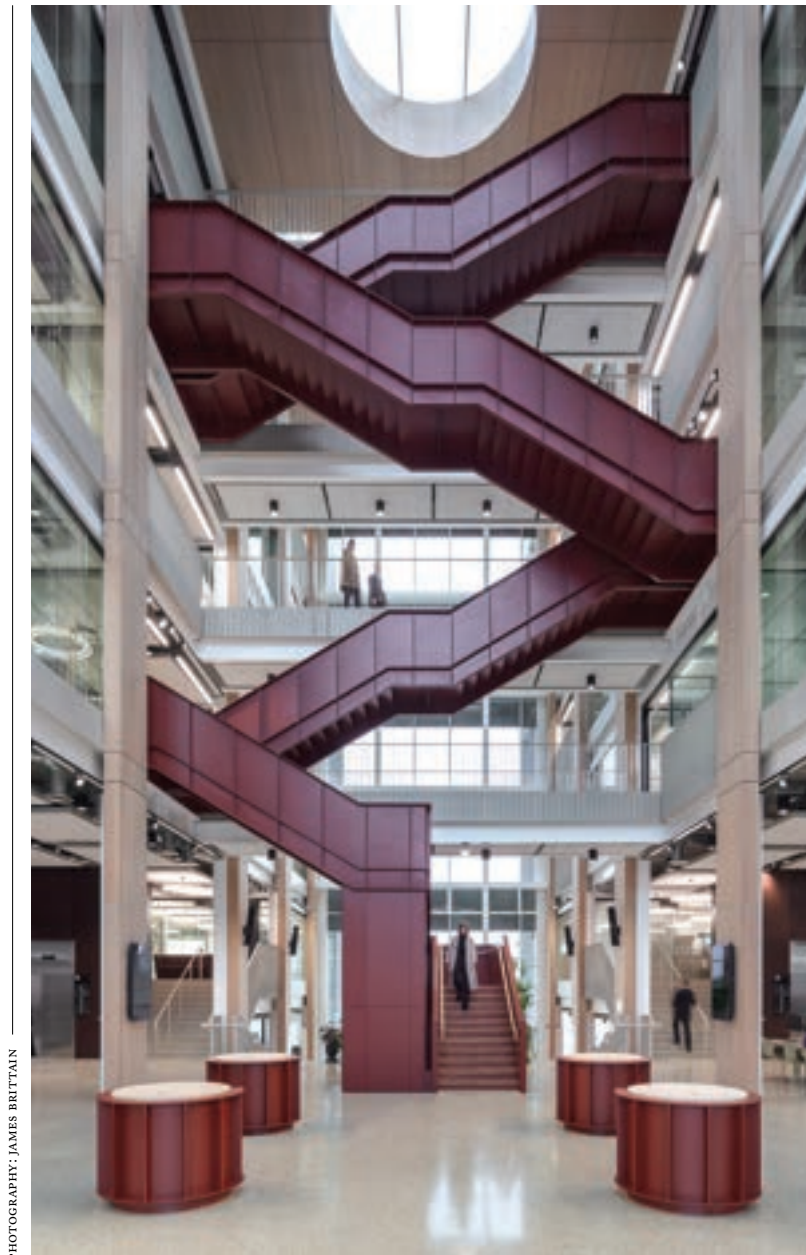
Editorial promotion: £250 per feature

Newsletter banner: £350 per week

Podcast: £9,000 per season

Featured pages: On request

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



PHOTOGRAPHY: JAMES BRITTAIN

**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.

	Bronze £1,000/mth	Silver £2,000/mth	Gold £3,000/mth
Single page ad Works & IN (x12 per year)	●	●	
Double page ad Works & IN (x12 per year)			●
Round table		●	●
1 x Supplement printed in both mags			●
Newsletter banner once a month (x12)	●	●	●
Permanent Website side banner		●	●
Unlimited News stories	●	●	●

## Unrivalled insight for workplace professionals

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.

Aimed at an audience of informed and forward thinking occupiers, including general managers, senior workplace, property, facilities, technology and HR professionals as well as other influencers, IN offers outstanding insights into the ever changing world of work and workplaces.

# in

PEOPLE / PLACES / TECHNOLOGY

IN MAGAZINE

ISSUE 18

£12.00 | €14.00 | \$15.00

- BEAUTY IN DESIGN
- TECH FIRMS LOSING LUSTRE
- BATTLING DISTRACTION
- LEARNING NEW HABITS





# IN Magazine

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

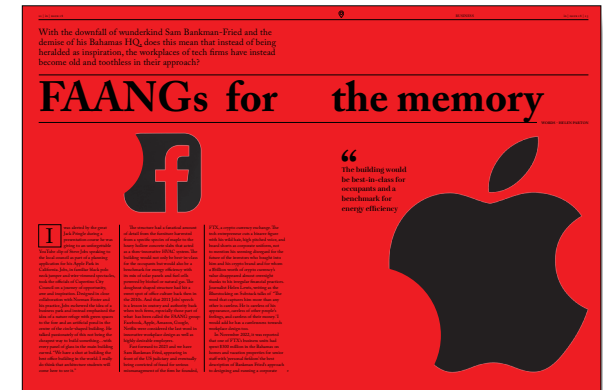
Single page: £1,500  
Trim size: W 210 mm x H 275 mm  
Bleed: W 216 mm x H 281 mm

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

## WORKPLACE COCKTAIL HOUR PODCAST

A weekly chat about news from the world's most prominent workplace thinkers. Ask us about sponsorship or taking part



## There are great things in the Works

Works is the new magazine for the workplace interiors community. Works is by the workplace industry, for the workplace industry, about the workplace industry.

Formed against a backdrop of cultural, political and global disruption, WORKS aims to reconnect our thriving workplace interior sector. A place for architects, interior designers and specifiers to gain insight, share notes and make connections. A space for commercial furniture and interior brands to participate, learn and collaborate. A publication where industry newbies can find their feet.

A fresh new title with attitude, that doesn't take itself too seriously.

Founded by Mick Jordan, Mark Eltringham and Ben Capper, WORKS features a diverse blend of workplace experts, leading architects, interior designers and industry businesspeople. The magazine is packed with a carefully curated blend of workplace interior project reviews, industry comment, expert opinion, interviews with leading figures and editorial content. Our aim: to be the leading dedicated workplace interiors title in the UK and Europe. And to do this in a fair, approachable and honest way.





# Works Magazine

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

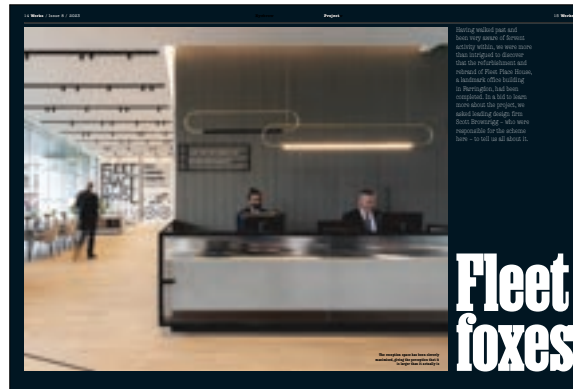
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Regular round tables: A series of events with industry leaders talking openly about the main contemporary office design issues.





## workandplace.com

We also partner with Work&Place Journal. A unique high brand value opportunity to connect with occupants, 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



**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.



# Contacts



## General

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