



insight.

people / places / technology



Media pack 2025

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

- www.workplaceinsight.net
- enquiries@workplaceinsight.net
- 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 series and other initiatives 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.



86,125

average monthly unique visitors



41

median age of readers



10,897

confirmed weekly newsletter subscribers



188,244

monthly page views

63%

occupiers inc HR, FM, IT and RE managers



20%

specifiers inc architects and designers



46,894

IN readership



67%

fit-out firms, architects, designers and other specifiers



23%

other office trade including manufacturers, designers and commercial



42,413

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

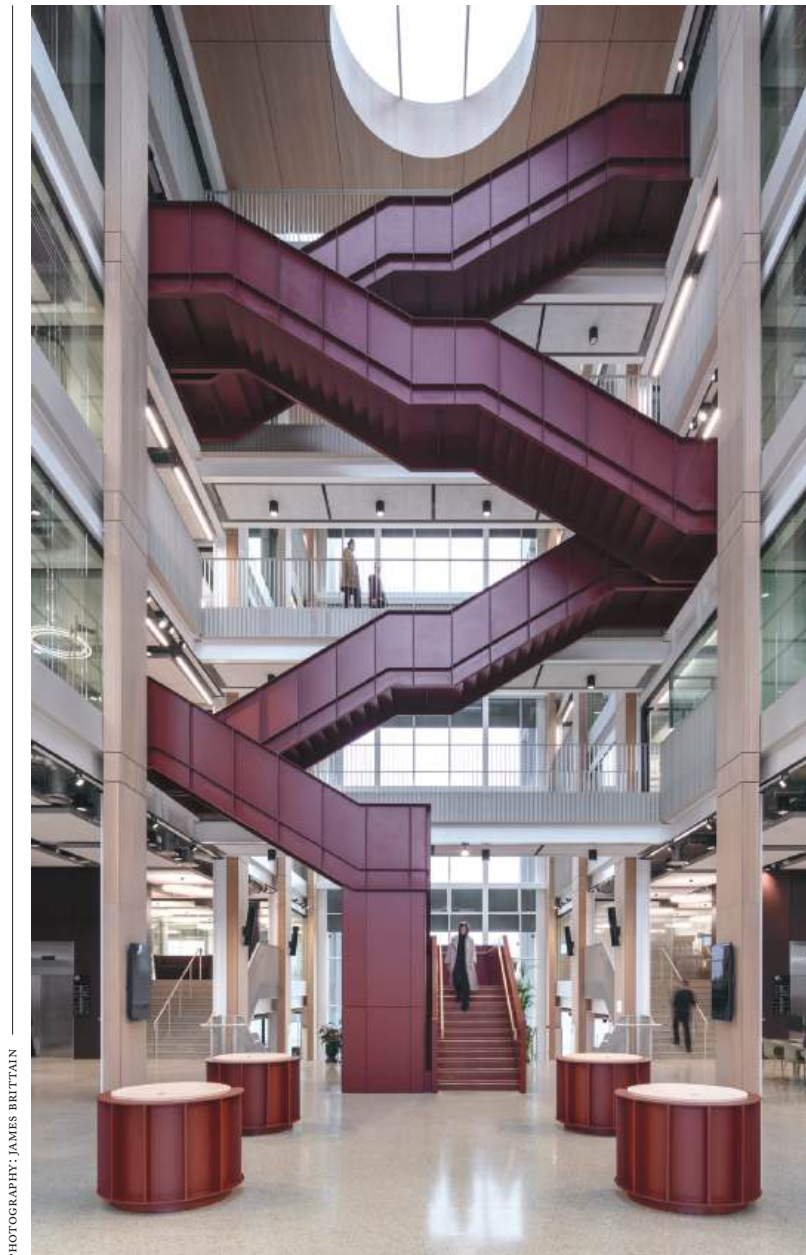
Editorial promotion: £250 per feature

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 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

As well as our specialist podcast series, this is a weekly chat about news from the world's most prominent workplace thinkers.



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Editorial
— Signs of trouble

There's something in the air that the creation of a bespoke, hand-made corporate headquarters is a sign that something has gone wrong... or is about to — for the firm behind it, OBO, developed or came across this idea when visiting British Airways' Whitbread building in the late 1990s. At the time it was equally the most radical office building in the world, thanks to its radical vision, bespoke mix of settings and humanly crafted design features.

It was at about 1998 that I got involved in the project, as a design consultant — about a year later — you found successful private rooms on the top floor painted by a blue colorist. The effect looked fantastic, but the building had a bad look.

It's like in the late 1990s, when a CEO over this period at a company like British Airways, who had a vision for a new headquarters, was looking for a building that was not just a building, but a statement. It was a building that was not just a building, but a statement. It was a building that was not just a building, but a statement.

Mark Dintagum
Creative Director

Viewfinder

PLANT OF DESIGN
The chair that's changing corporate culture. It's a chair that's changing corporate culture. It's a chair that's changing corporate culture. It's a chair that's changing corporate culture.

Sound and vision

Nigel Oxland has been influencing the way we talk about work since the 1980s. But he's never lost his focus on the most important element in any workplace. People.

Interesting things are being done in the world of work. There are a lot of things going on. There are a lot of things going on. There are a lot of things going on.

The best insights we have about work are rooted in disciplines such as psychology and anthropology

Some of our workplace habits are particularly destructive. Here's how you can help people find better ways to work.

Habit forming

Let me show you the best way to do it. Let me show you the best way to do it. Let me show you the best way to do it.

Let me show you the best way to do it. Let me show you the best way to do it. Let me show you the best way to do it.

With the downfall of wunderkind Sam Bankman-Fried and the demise of his Bahamas HQ, does that mean that virtual of being backed as an inspiration, the workspaces of tech firms have ceased become old and rootless in their approach?

FAANGs for the memory

Interesting things are being done in the world of work. There are a lot of things going on. There are a lot of things going on. There are a lot of things going on.

The final word on...
the mouse

BISLEY

Bisley. Feel well, work well, live well.

From desks at home to the workplace, Bisley has transformed and expanded the concept of support an uplifting and positive atmosphere, with sustainably crafted furniture and storage solutions - a flexible workforce can thrive.

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.

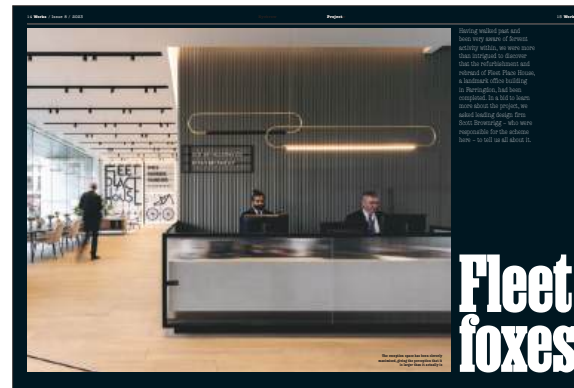
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Regular round tables: A series of events with industry leaders talking openly about the main contemporary office design issues.



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

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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