



# insight.

people / places / technology

## Media pack 2026

MEDIA + EVENTS + KNOWLEDGE

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## People. Places. Technology

A changing world of work deserves a new kind of media partner. One that is committed not only to sharing the best news and features with your clients and other stakeholders, but one that partners with you to drive the conversations that will define the success of your business.

Our digital and print offerings, paired with events, knowledge development and networking opportunities will help you thrive. And because we know influence is no longer a mere numbers game, we'll help you connect with the most influential thinkers and practitioners around the world.

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.



**81,125**

average monthly unique visitors



**41**

median age of readers



**13,897**

confirmed weekly newsletter subscribers



**146,244**

monthly page views

**61%**

occupiers inc HR, FM, IT and RE managers



**22%**

specifiers inc architects and designers



**33,894**

IN readership



**62%**

fit-out firms, architects, designers and other specifiers



**26%**

other office trade including manufacturers, contractors and commercial



**47,413**

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

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



### 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.

# Works Magazine

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## There are great things in the Works

Works is the 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.

## Specifications

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](mailto:enquiries@workplaceinsight.net)



# Events

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## Getting real

The surge in remote work has only helped to emphasise the importance of the time we spend with others, share ideas in real time and meet new people.

So we work closely with our partners to deliver and take part in presentations, round tables, social events, product launches and so on.

We can help you develop ideas, connect you to speakers and audiences to help you create conversations and encounters that matter.



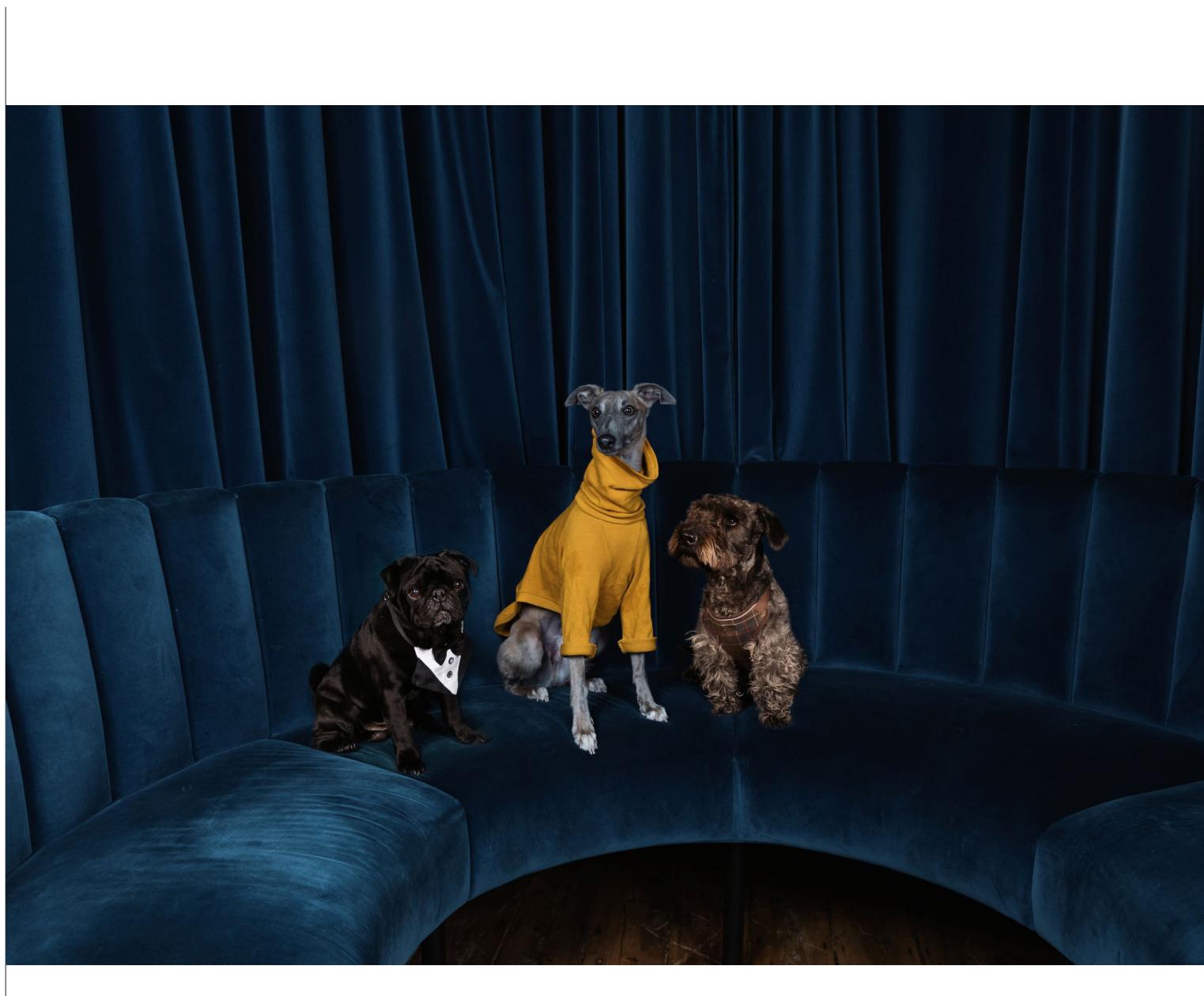
## Unrivalled insight for workplace professionals

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

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## 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.



An advertisement for oboo furniture. It features a dark background with a modular office system. The text 'Simple. Beautiful. Sustainable.' is at the top. Below it is a photo of the furniture. At the bottom, it says 'OmniRoom. The game-changing modular office system.' and 'oboo.com mutoe.design OmniRoom | MUTE.' There is also a small portrait of a person and the text 'Matt Williams | Publisher of IN magazine'.



A magazine spread titled 'Sound and vision'. It features a photo of a man with glasses and headphones in a studio setting. The text includes 'Nigel Ordway 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 my workplace: People.' and 'The best insights we have about workplace disciplines such as psychology and anthropology'.

A magazine spread titled 'FAANGs for the memory'. It features the logos of Facebook and Apple. The text includes 'With the arrival of a new edition of Environics' Triad and the release of the iPhone 12 Pro Max, the time is right for us to bring to life the importance of each brand's unique personality, history and values in this special issue.'

A magazine spread titled 'Habit forming'. It features a photo of a person sitting on a purple sofa in a modern living room. The text includes 'Focus on our workplace habits are potentially destructive. Here's how you can help people find better ways to work.' and 'Habit forming'.

A magazine spread titled 'The final word on... the mouse'. It features a vintage Macintosh computer and a modern Bisley shelving unit. The text includes 'Bisley - Furniture for the workplace. Bisley has transformed and expanded the showroom to support an inspiring and positive atmosphere with sustainably crafted furniture and storage solutions - where affordable workspace thrives.'

# Contacts

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## General

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