



Business of Furniture

# 2024 MEDIA KIT

REVISION 9.0.2 - OCTOBER 5, 2023

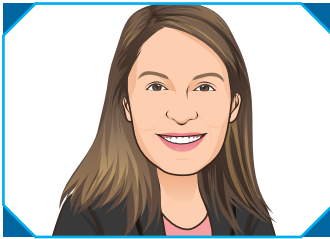


# BELLOW

*noun. to shout in a deep voice.*

## THE VOICE OF THE INDUSTRY

*Business of Furniture*, is the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.



VP, Sales & Marketing

Melissa Skolnick

Melissa is someone who truly works with her customers to find the best fit.

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WHEN IT COMES TO OFFICE FURNITURE, WE'LL GIVE YOU THE BEST SEAT!

Business of Furniture	Workplaces Magazine	MID POINT
BELLOW PRESS		
WEEKLY	MONTHLY	ALWAYS ONLINE

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Pricing good through January, 2025.

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DESIGNERS.  
ARCHITECTS.**

**COMPLETE REACH OF THE ENTIRE INDUSTRY.**

**ONE AD BUY. ONE SUBSCRIPTION.**

**ALL OF THE  
DECISION MAKERS.**



## **Business of Furniture**

Work is changing at a rapid pace and Business of Furniture is your front row seat to this shift. It is a business tool to help you make decisions, carefully follow trends, stay connected with colleagues, learn about new products and track the finances of the industry.

Business of Furniture keeps you connected each week with valuable information collected by a team of experienced industry journalists who cut through the fluff and present you the facts. The contract furnishings industry is shaped by trends near and far and Business of Furniture is committed to collecting news from around the world. Business of Furniture brings you the pulse of the industry each week so you can engage more fully with your customers.

### **Weekly**

Everything that's  
happening in  
the industry  
every Thursday  
morning, year  
round.

Digital - PDF, Online & Tablets

First Issue:  
January 6, 2016

# FURNITURE MATTERS

Workplaces *still* won't function without it.

It happened in the early 1970s with the advent of open plan systems furniture. By the year 2000, office furniture had grown into a \$13 billion industry comprised of more than 400 manufacturers and a distribution channel of over 3,000 dealers. Today, "office furniture" is evolving again, this time from a cubicle-based environment to a shared, sometimes communal space, with less furniture but more function. Today's new office design will be a major focus of corporate strategic planning for the next decade.

Interior designers, specifiers, facility managers and corporate end-users now realize their choice of furniture - and their ability to plan, purchase and manage it effectively - can dramatically impact the outcome of their corporate initiatives.

For years, the contract furnishings industry's idea of how to cover itself was through trade publications such as Interior Design and Contract magazine. Publications were not viewed as strategic. Most were boring and had little useful information about the business of the office / contract furnishings industry.

The increasingly critical role of office planning - driven by some of today's hottest concepts - has forever changed the way interior designers and facility managers choose, specify, purchase and manage furniture and related services. Facility managers, end-users, specifiers, interior designers and even dealers and manufacturers need a source of objective, comparative and holistic information to help them make informed decisions in this complicated and changing corporate environment. In addition, new issues including sustainability, benching and distributed work have increasingly made their way into the vocabulary of the office furniture industry.

We deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.



**98.7%**

industry reach



**100+ BLN**

workplace commerce

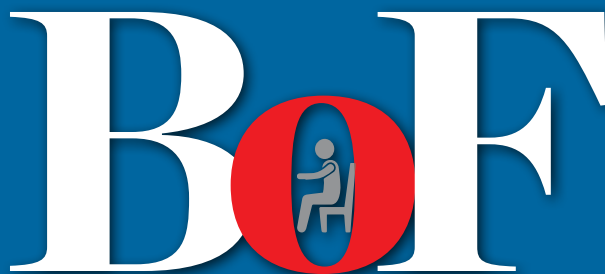


**24/7**

purchasing decisions

# BUSINESS OF FURNITURE

AN OBJECTIVE, CRITICAL SOURCE OF INFORMATION THAT HELPS CONTRACT INDUSTRY PROFESSIONALS MAKE INFORMED DECISIONS ABOUT WHAT IS WORKING TODAY AND WHAT THEY NEED TO PLAN FOR THE FUTURE.



**EXCLUSIVELY SERVES ALL ASPECTS OF THE CONTRACT  
FURNISHINGS INDUSTRY ON A DAILY AND WEEKLY BASIS.**

From office furnishings manufacturers and their suppliers, to dealers and the various distribution channels, and finally to end-users. Our readers are key consumers in this multi-billion dollar market.



#### **IN-DEPTH ANALYSIS AND GUIDANCE**

Focused exclusively on the contract furnishing industry, a singular source of strategic and practical information on selecting, deploying and managing interior furnishings.



#### **UP-TO-THE-MINUTE INDUSTRY NEWS**

Weekly issues include several feature articles focused on the various participants of this vibrant market - manufacturers, dealers, component suppliers and service providers.



#### **REGULAR COLUMNS OFFER EXPERT ADVICE**

On issues that matter most to contract furnishings professionals, giving industry specialists the information they need to set strategy, make key decisions and manage effectively.

Everything that's happening in the industry every Thursday morning, year round.

## EDITORIAL CALENDAR

### SPECIAL EVENT EDITORIAL FOCUS

Issue Date	Special Issue Focus / Reporting
January 4, 2024	Ninth Year Anniversary Special Edition of BoF
March 21, 2024	CIFF China International Furniture Fair 2024 - Pre Show Coverage
March 28, 2024	CIFF China International Furniture Fair 2024 - Coverage from Show
April 4, 2024	CIFF China International Furniture Fair 2024 - Post Show Coverage
April 11, 2024	Salone del Mobile Milano '24 - Pre Show Coverage
April 18, 2024	Salone del Mobile Milano '24 - Live Coverage from Show
April 25, 2024	Salone del Mobile Milano '24 - Post Show Coverage
May 9, 2024	NeoCon 2024 - Pre Show Coverage I
May 16, 2024	Clerkenwell Design Week '24 - Pre Event Coverage NeoCon 2024 - Pre Show Coverage II
May 23, 2024	Clerkenwell Design Week '24 - Live Event Coverage NeoCon 2024 - Pre Show Coverage III
May 30, 2024	Clerkenwell Design Week '24 - Post Event Coverage NeoCon 2024 - Pre Show Coverage IV
June 6, 2024	NeoCon 2024 - Pre Show Coverage V
June 8, 2024	Special Issue - BoF's NeoCon 2024 Show Guide * (Non-Thursday)
June 12, 2024	NeoCon 2024 - Live from Chicago Coverage of NeoCon 2024 (Non-Thursday)
June 20, 2024	NeoCon 2024 - Post Show Coverage I
June 27, 2024	NeoCon 2024 - Post Show Coverage II
July 4, 2024	NeoCon 2024 - Post Show Coverage III
September 5, 2024	CIFF (Shanghai) China International Furniture Fair 2024 - Pre Show Coverage
September 12, 2024	CIFF (Shanghai) China International Furniture Fair 2024 - Live Event Coverage
September 19, 2024	CIFF (Shanghai) China International Furniture Fair 2024 - Post Event Coverage
October 17, 2024	ORGATEC 2024 - Germany - Pre Show Coverage
October 24, 2024	ORGATEC 2024 - Germany - Live Show Coverage Healthcare Design Expo 2024 - Pre Show Coverage EDspaces 2024 - Pre Show Coverage
October 31, 2024	ORGATEC 2024 - Germany - Post Show Coverage I Healthcare Design Expo 2024 - Post Show Coverage I EDspaces 2024 - Live Show Coverage ErgoExpo 2024 - Pre Show Coverage
November 7, 2024	ORGATEC 2024 - Germany - Post Show Coverage II Healthcare Design Expo 2024 - Post Show Coverage II EDspaces 2024 - Post Show Coverage I ErgoExpo 2024 - Live Show Coverage
November 14, 2024	EDspaces 2024 - Post Show Coverage II ErgoExpo 2024 - Post Show Coverage I
November 21, 2024	ErgoExpo 2024 - Post Show Coverage II



# Business of Furniture

## RATES AND PRODUCTS

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

We also offer significant savings with our unparalleled frequency discounts.

### MAIN PUBLICATION - DISPLAY ADVERTISING

Appears in the front section of the publication. Placements are based on commitment dates.

Ad Unit	24x	12x	6x	3x	1x
Front cover	n/a	\$3,200	\$3,600	\$3,950	\$4,300
Inside page 2	\$2,400	\$2,700	\$3,050	\$3,350	\$3,700
Full page	\$1,950	\$2,100	\$2,350	\$2,650	\$3,000
2/3 page	\$1,450	\$1,700	\$1,950	\$2,250	\$2,600
Half page	\$1,075	\$1,300	\$1,500	\$1,800	\$2,075
1/3 page	\$800	\$925	\$1,050	\$1,200	\$1,450

### "MARKETPLACE" SECTION - DISPLAY ADVERTISING

Appears in the Job Marketplace & Services section at the end of the publication.

Ad Unit	52 week package	26 week package	Per week
Market half page	\$5,160	\$3,200	\$225
Market 1/4 page	\$4,120	\$2,350	\$175
* Package pricing allows for unlimited weekly ad rotation / changes			

### "ADVERTORIAL" & PRODUCT SPOTLIGHTS

Appears alongside editorial copy throughout the publication.

Ad Unit	6x	3x	1x
Half page product spotlight	\$1,950	\$2,350	\$2,900
Inline sponsored content	* contact sales		

### WEB SITE ADVERTISING - BELLOW PRESS

Strategic placements on the bellow.press website, along with email communications

Ad Unit	6 months	3 months	1 month	2 weeks
Banner Ads (multi-placement)	\$8,700	\$5,700	\$3,850	n/a
E-mail Edition Ad (weekly & breaking news)	\$9,900	\$7,200	\$4,100	\$3,400

# Business of Furniture

## CREATIVE SPECIFICATIONS

All creatives should be delivered as a PDF file, following the size guidelines below.

Files may be emailed, or uploaded directly using our advertising upload portal.

The highest quality PDF settings provided by your program should be used, with JPEG 2000 “lossless” compression and downsampling only to 600 ppi, to ensure graphics will look spectacular on high-ppi (Retina, 4k) devices.

### BUSINESS OF FURNITURE - DIGITAL PUBLICATION

Please ensure files meet quality requirements as outlined above. Contact us with any questions.

Ad Unit	Creative Specifications	
Front cover	<b>Trim Size (Actual Size)   Width: 8.5" (215.9 mm), Height: 11" (279.4 mm)</b> <b>Bleed: 0.125" (3.175 mm) on all sides</b> <b>Bleed Size   Width: 8.75" (222.25 mm), Height: 11.25" (285.75 mm)</b> <i>Proof required to ensure adequate space for "Business of Furniture" masthead.</i> <i>Contact your ad sales rep to arrange a pre-production proof.</i>	
Inside page 2 Full page	<b>Width: 8.5" (215.9 mm)</b> <b>Height: 11" (279.4 mm)</b> <b>Bleed: not required</b>	
2/3 page	<b>Width: 5" (127 mm)</b> <b>Height: 10" (254 mm)</b> <b>Bleed: not required</b>	
Half page	<b>Width: 7.5" (190.5 mm)</b> <b>Height: 4.75" (120.65 mm)</b> <b>Bleed: not required</b>	
1/3 page	<b>Width: 2.5" (63.5 mm)</b> <b>Height: 10" (254 mm)</b> <b>Bleed: not required</b>	
Market half page	<b>Width: 3.66" (92.96 mm)</b> <b>Height: 9.44" (239.78 mm)</b> <b>Bleed: not required</b>	also available as <b>Width: 7.52" (191 mm)</b> <b>Height: 4.52" (114.8 mm)</b>
Market 1/4 page	<b>Width: 3.66" (92.96 mm)</b> <b>Height: 4.72" (119.89 mm)</b> <b>Bleed: not required</b>	

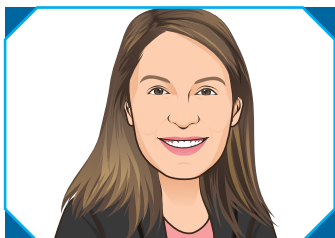


# WE CAN HELP

*Contact us to get started.*

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The Business of Furniture | February 10, 2016

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**BoF**  
The Business of Furniture | August 10, 2016

**BoF**  
The Business of Furniture | November 9, 2016

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Studio Wise uses expertise in Specials to create new lines

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**MOVING FORWARD TOGETHER TO SERVE YOU BETTER**

**BoF**  
The Business of Furniture | March 2, 2016

**BoF**  
The Business of Furniture | April 20, 2016

**idesk, Cherryman make a Splash on Silicon Beach in L.A.**

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