



Business of Furniture

2024 MEDIA KIT

REVISION 9.0.3 - MARCH 28, 2024

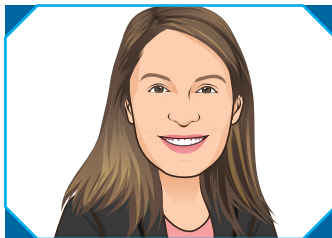


BELLOW

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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**ALIGNED DEALERS.
INDEPENDENT DEALERS.
REP GROUPS.
FACILITY MANAGERS.
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.

BOF

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.

Business of Furniture

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 3, 2024	Healthcare Design Expo 2024 - Pre Show Coverage
October 10, 2024	Healthcare Design Expo 2024 - Post Show Coverage I ErgoExpo 2024 - Pre Show Coverage
October 17, 2024	ORGATEC 2024 - Germany - Pre Show Coverage ErgoExpo 2024 - Live Show Coverage Healthcare Design Expo 2024 - Post Show Coverage II
October 24, 2024	ORGATEC 2024 - Germany - Live Show Coverage ErgoExpo 2024 - Post Show Coverage I
October 31, 2024	ORGATEC 2024 - Germany - Post Show Coverage I ErgoExpo 2024 - Post Show Coverage II
November 7, 2024	ORGATEC 2024 - Germany - Post Show Coverage II EDspaces 2024 - Pre Show Coverage
November 14, 2024	EDspaces 2024 - Live Show Coverage
November 21, 2024	EDspaces 2024 - Post Show Coverage I
November 28, 2024	EDspaces 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.

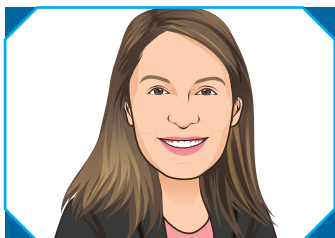
Ad Unit	Creative Specifications
Front cover	Trim Size (Actual Size) Width: 8.5" (215.9 mm), Height: 11" (279.4 mm) Bleed: 0.125" (3.175 mm) on all sides Bleed Size Width: 8.75" (222.25 mm), Height: 11.25" (285.75 mm) <i>Proof required to ensure adequate space for "Business of Furniture" masthead. Contact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

WE CAN HELP

Contact us to get started.

THE VOICE OF THE INDUSTRY

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BELLOW P R E S S

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Workplaces
MAY 2016 | YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

BoF
The Business of Furniture | February 17, 2016

HDR Settles in 'Seat of Chicago Architecture'
Studio Wise uses expertise in Specials to create new lines

Workplaces
APRIL 2016 | YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

PRODUCING WINSTON-E SIT-STAND WORKSTATION

innovative
LCCams.com/Winston-E

BoF
The Business of Furniture | August 10, 2016

Not Follow Fads.

BoF
Business of Furniture | November 9, 2016

Workplaces
DECEMBER 2016 | YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

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The Business of Furniture | April 23, 2016

COLLABORATIVE INNOVATIVE LEARNING ENVIRONMENTS

Best AWARDS

CITÉ has achieved GREENGUARD GOLD Certification

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DECEMBER 2016 | YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

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The Business of Furniture | March 2, 2016

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

The company is creating a new line of innovative workstations and desks for the design, marketing, advertising, and creative industries in Los Angeles, San Francisco, New York, and Atlanta, Chicago, and Austin.

MOVING FORWARD TOGETHER TO SERVE YOU BETTER

LOUNGE

Workplaces
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orsay

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The Business of Furniture

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The same material that makes Tempur-Pedic® mattresses so unique is now available in an office chair exclusively by Raynor. TEMPUR® material is paired with innovative spring technology to create a chair that's both comfortable and supportive.

The award-winning EVO® is here.

New shipping... www.LCCams.com/evoc

innovative

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CUBE

When modular meets comfort

New veneers being made from scrap wood are nearly indistinguishable from rare hardwoods. p.16

CiFF furniture
THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE
BoF
2nd Phase - 28-31 March 2017
OFFICE FURNITURE SPECIAL EDITION

**BETTER LIFE
BETTER WORK**

What a Little
Outfit from
Zealand has
brought to the
Big Apple.

BoF
The Business of Furniture | February

Reflections on
**Group
Lacoste**
turning 60
from its CEO

"We are celebrating 60 years and have a lot of experience, a lot of success. We are here, a lot of us, about our customer, always want to ensure that we are doing better than we were last year. We feel stronger than we did and look forward to future success."

The Business of Furniture | February 22, 2017
BoF

Malmaram is introducing four new textiles that demonstrate the studio's commitment to purity, substance and

Potrero415, the latest table system from Coalesce Design Group, started out its life as a conference room table.

The Business of Furniture | January 26, 2016
BoF
SPECIAL EDITION
JRBStudio

The Business of Furniture | February 3, 2016
BoF

First Product From Combined Ergo Tech, Innovative Office Products

Group Dekko: Supplier to Budding Tech Company

Where's Your Showroom? Everywhere.

BoF
OF STABILITY.
DDS.

PWV Takes Carpets to New (Corporate) Levels

Color #	Date
1 2 Yes No	Date
3 4 Yes No	Date
5 6 Yes No	Date
7 8 Yes No	Date
9 10 Yes No	Date

Workplaces

YOUR GUIDE TO THE NEW ENVIRONMENT OF WORK • \$9

Workplaces / Inclusiveness in the Workplace: Be 'Fit to You' / Productivity / Involvement in the Workplace: Be 'Fit to You' / Conductivity and Working Culture: Handing Hand in NYC / Can Office Design Solve Obesity? / Working / Working / And More...

The Business of Furniture | May 11, 2016
BoF

Flexible Solution for the Ergonomist

BoF
ORSAY IS A WORK OF ART WHERE

The Business of Furniture | June 8, 2016
BoF

NeoCon Did it Suffer Post-Prez Hangover

The Business of Furniture | June 8, 2016
BoF

The countdown continues. visit om's new web home, coming soon

preview om's Truly™ chair at Neocon

The Business of Furniture | February 15, 2017
BoF