



Business of Furniture

2025 MEDIA KIT

REVISION 10.0.2 - OCTOBER 18, 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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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 Friday evening, 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.



98.9%

industry reach



100+ BLN

workplace commerce

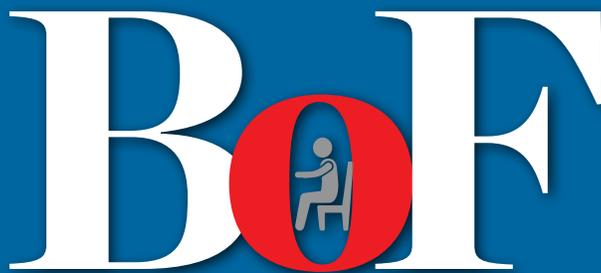


24/7

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 Friday evening, year round.

Business of Furniture

EDITORIAL CALENDAR

SPECIAL EVENT EDITORIAL FOCUS

Issue Date	Special Issue Focus / Reporting
January 3, 2025	Tenth Year Anniversary Special Edition of BoF
March 28, 2025	CIFF China International Furniture Fair 2025 - Pre Show Coverage
April 4, 2025	Salone del Mobile Milano 2025 - Pre Show Coverage CIFF China International Furniture Fair 2025 - Coverage from Show
April 11, 2025	Salone del Mobile Milano 2025 - Live Coverage from Show CIFF China International Furniture Fair 2025 - Post Show Coverage
April 18, 2025	Salone del Mobile Milano 2025 - Post Show Coverage
May 9, 2025	NeoCon 2025 - Pre Show Coverage I
May 16, 2025	Clerkenwell Design Week 2025 - Pre Event Coverage NeoCon 2025 - Pre Show Coverage II ICFF 2025 - Pre Show Coverage
May 23, 2025	Clerkenwell Design Week 2025 - Live Event Coverage NeoCon 2025 - Pre Show Coverage III ICFF 2025 - Post Show Coverage I
May 30, 2025	Clerkenwell Design Week 2025 - Post Event Coverage NeoCon 2025 - Pre Show Coverage IV ICFF 2025 - Post Show Coverage II
June 6, 2025	NeoCon 2025 - Pre Show Coverage V
June 7, 2025	Special Issue - BoF's NeoCon 2025 Show Guide * (Non-Friday)
June 9-11, 2025	NeoCon 2025 - Live from Chicago Coverage of NeoCon (Non-Friday, Updating)
June 13, 2025	NeoCon 2025 - Post Show Coverage I
June 20, 2025	NeoCon 2025 - Post Show Coverage II
June 27, 2025	NeoCon 2025 - Post Show Coverage III
July 4, 2025	NeoCon 2025 - Post Show Coverage IV
July 11, 2025	NeoCon 2025 - Post Show Coverage V
September 5, 2025	CIFF (Shanghai) China International Furniture Fair 2025 - Pre Show Coverage
September 12, 2025	CIFF (Shanghai) China International Furniture Fair 2025 - Live Event Coverage
September 19, 2025	CIFF (Shanghai) China International Furniture Fair 2025 - Post Event Coverage
October 24, 2025	Healthcare Design Expo 2025 - Pre Show Coverage
October 31, 2025	Healthcare Design Expo 2025 - Post Show Coverage I EDspaces 2025 - Pre Show Coverage
November 7, 2025	ErgoExpo 2025 - Pre Show Coverage Healthcare Design Expo 2025 - Post Show Coverage II EDspaces 2025 - Live Show Coverage BDNY 2025 - Pre Show Coverage
November 14, 2025	ErgoExpo 2025 - Post Show Coverage I EDspaces 2025 - Post Show Coverage I BDNY 2025 - Post Show Coverage
November 21, 2025	ErgoExpo 2025 - Post Show Coverage II EDspaces 2025 - 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 bellowpress.com 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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HDR Settles in 'Seat of Chicago Architecture'
Studio Wise uses expertise in Specials to create new lines

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PRODUCING WINSTON-E SIT-STAND WORKSTA

innovative
LCCams.com/Winston-E

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The Business of Furniture | August 10, 2016

Not Follow Fads.

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Business of Furniture | November 9, 2016

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The Business of Furniture | April 23, 2016

COLLABORATIVE INNOVATIVE LEARNING ENVIRONMENTS

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C.I.T.E. has achieved GREENGUARD GOLD Certification

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Business of Furniture | March 2, 2016

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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.

Only the Raynor Group can deliver a chair with the Tempur-Pedic® difference.

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.

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E Ink Will Change the Way Space Looks

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NEW!

New veneers being made from scrap wood are nearly indistinguishable from rare hardwoods. p.18

Workplaces

CUBE

When modular meets comfort

CiFF furniture
THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE
2nd Phase - 28-31 March 2017
OFFSHORE TRADE CENTER (HONG KONG)
www.ciff.com

**BETTER LIFE
BETTER WORK**



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, about our employees, that's what we want to celebrate. That's what we feel prouder than we and we're 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.

PWV Takes Carpets to New (Corporate) Levels

Color # _____ Date _____
1 2 Yes No Date _____
3 4 Yes No Date _____
5 6 Yes No Date _____
Return to: **YWW**

The Business of Furniture | January 26, 2016

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JRBStudio

The Business of Furniture | February 3, 2016

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First Product From Combined Ergo Tech, Innovative Office Products

Group Dekko: Supplier to Budding Tech Company

Where's Your Showroom? Everywhere.

OF STABILITY.

DDS.

JRBStudio

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Workplaces / Inclusiveness in the Workplace: Be 'Fit to You' / Productivity & Working Culture: Hands-on in NYC / Can Office Design Solve Obesity? / Working / Working / And More...

The Business of Furniture | May 11, 2016

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Flexible Solution for the Ergonomist

ORSAY IS A WORK OF ART WHERE

www.groupe-lacoste.com

BoF

NeoCon

Did it Suffer Post-Prez Hangover?

The Business of Furniture | June 8, 2016

BoF

om's new web site, coming soon

om's Truly™ chair at Neocon

www.om-chair.com

The Business of Furniture | February 15, 2017

BoF