



Serving practicing architects and designers of commercial interiors, Contract features select international projects, innovations in products, timely news and the latest in design practice insights.



Enlighten. Inform. Inspire.

Created with professional designers and architects in mind, topics encompass all facets of commercial design and architecture in relation to workplace, hospitality, healthcare, education, government, civic, retail, renovation and adaptive reuse.

Contract relies on its editorial staff of accredited design and architectural professionals as well as its network of practicing advisors to keep content relevant, timely and informative. This consistent exchange of design knowledge is disseminated through the pages of each issue, a robust offering of digital platforms and an endless array of in-person events. Its hallmark award programs continue to set the standards of design for products, projects and ever present design leadership.

Education
Government
Healthcare
Hospitality
Reuse
Retail
Workplace
Renovation/Adaptive

Contract's commercially focused, high volume specifiers represent the most sought after and responsive innovators in the profession, approving and influencing purchases throughout the entire design process.

Contract readers are the leading decision makers in the commercial interiors industry.

Highly Influential Decision Makers

- 20% of the audience is designing/specifying projects valued at \$20M+ on an annual basis.
- 58% of the audience specifies \$1M+ in product annually.
- 25% of the audience specifies projects totaling 1 million square feet in size annually.

Contract readers work in all fields of commercial design

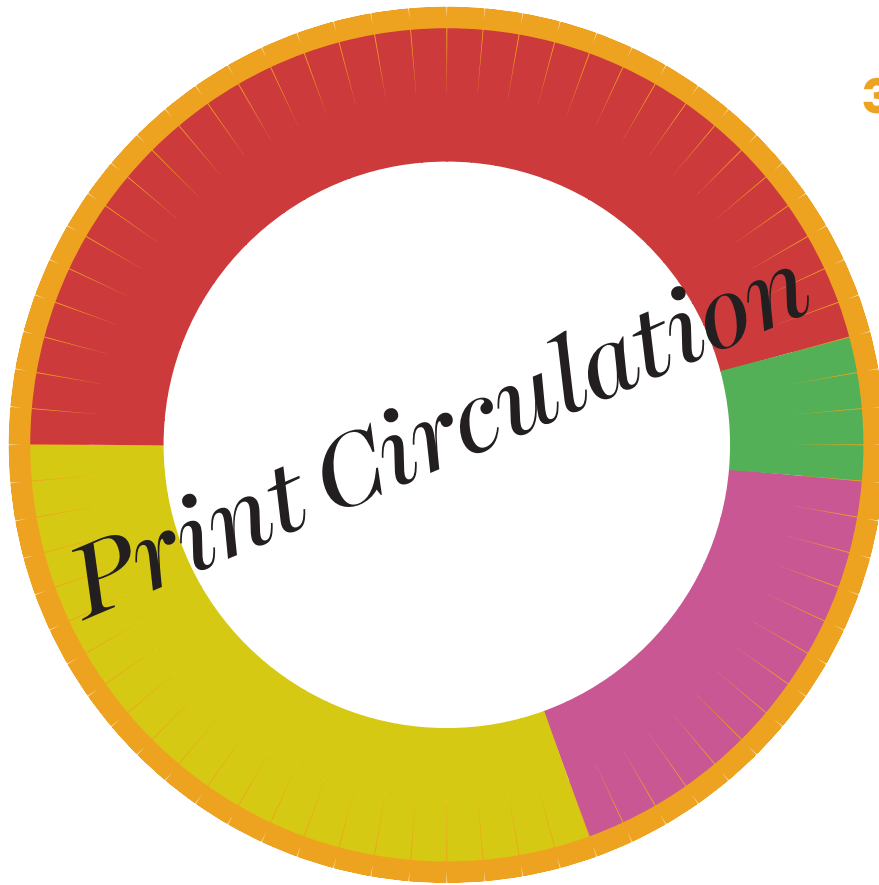
- 70% Corporate
- 52% Hospitality
- 42% Education
- 41% Retail
- 39% Healthcare
- 30% Government

The Average Contract Reader



(Source: 2016 Readex study. Findings based on 2016 respondents work)

The A&D market relies on Contract more than any other publication for information on commercial design.



Total print magazine circulation

30,000+ with an approximate 3x pass-along readership

46% Interior Designers

30% Architects

18% NeoCon® Attendees & 100% IIDA Professional Membership

6% Facility Managers/Planners, Real Estate Managers and others allied to the field

(Source: June 2017 BPA Audit Statement)

Total digital magazine circulation

18,000 Contract Digital Magazine Subscribers

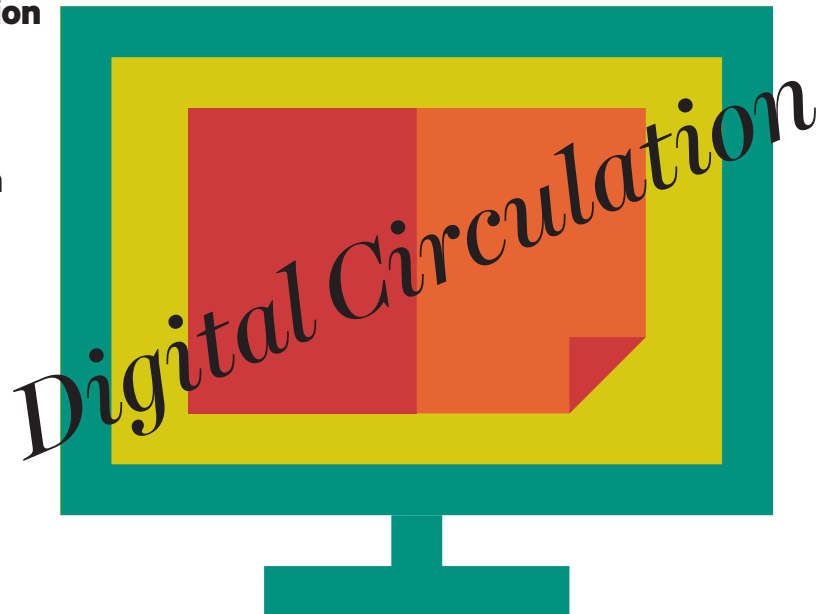
Total website visits per month

150,000 page views

30,000 monthly visits

24,000 unique visitors












(Sources: Google DFP, Silverpop, Comscore)

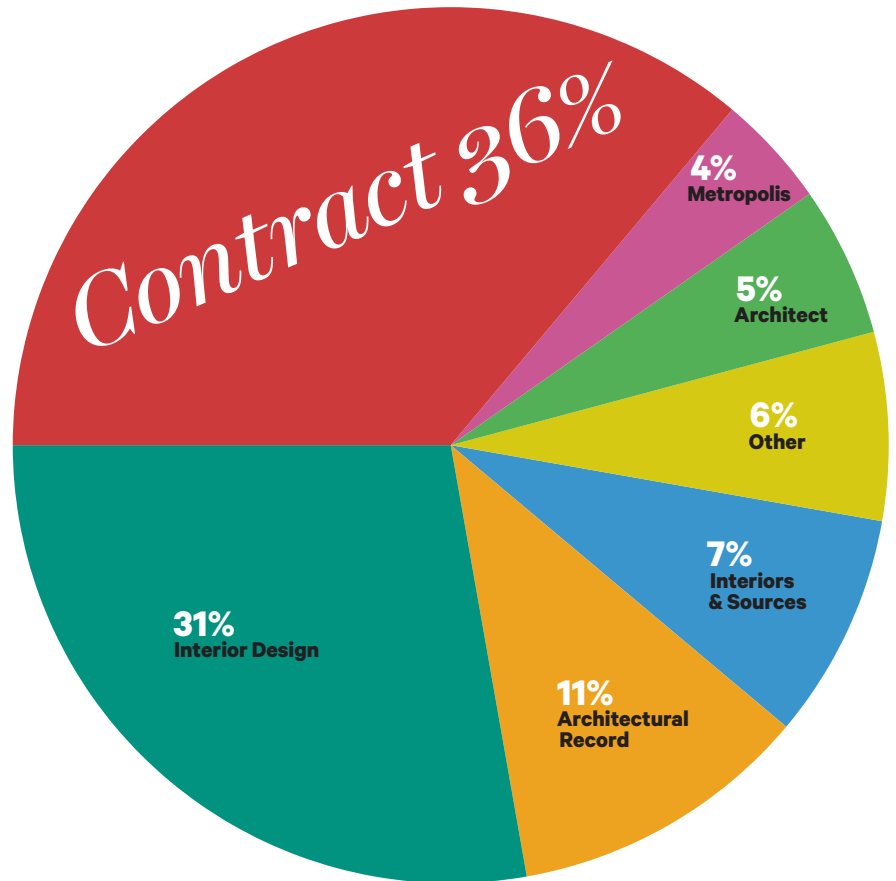


**Contract readers have vast product needs—
recommending, specifying, and purchasing
in all major product categories.**

Contract Reader Survey

Which of these publications would you select for information regarding the practice of commercial design if you could only receive one?

-  **84%** Lighting
-  **83%** Carpet/Flooring
-  **79%** Paint
-  **76%** Seating
-  **75%** Fabrics/Textiles
-  **75%** Surfacing Materials
-  **73%** Wallcoverings
-  **72%** Ceilings/Wall Systems
-  **72%** Tables
-  **69%** Systems
-  **68%** Window Treatments



(Source: Readex 2016 reader study.)

Social Reach














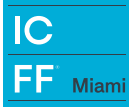


@ContractMag #Contractdesign #BestofNeoCon

-  Twitter 49K+
-  Instagram 15K+
-  Facebook 8K+
-  LinkedIn 3K+

Editorial Calendar 2018

ISSUE FOCUS	AD CLOSE**	AD DUE	ISSUE HIGHLIGHTS	DESIGN FOCUS, FEATURES
January/ February	01.04.2018	01.05.2018	Interiors Awards	<ul style="list-style-type: none"> • 39th Annual Interiors Awards, featuring winning projects in 16 categories • Designer of the Year • Legend Award
Interiors Awards Event Program	01.04.2018	01.05.2018	Keepsake overview of event winners and honorees.	<ul style="list-style-type: none"> • 39th Annual Interiors Awards
March	02.08.2018	02.13.2018	Retail and Hospitality	<ul style="list-style-type: none"> • Retail interiors of varying scales • illustrating influence of hospitality in retail
April	03.19.2018	03.22.2018	Hospitality	<ul style="list-style-type: none"> • Hotels, restaurants, spas, lounge/bar • Hospitality design trends in products
The Official NeoCon® Product Preview	04.23.2018	04.26.2018	NeoCon® Product Preview	<ul style="list-style-type: none"> • The latest product introductions
May	04.25.2018	04.30.2018	Workplace, Neocon® Preview	<ul style="list-style-type: none"> • Wide-ranging workplace interiors of varied scales • preview of NeoCon programming
June	05.09.2018	05.14.2018	Workplace, Neocon® Preview	<ul style="list-style-type: none"> • A focus on workplace innovations
Best of NeoCon® Guide	05.11.2018	05.17.2018	2018 Best of NeoCon® Entries	<ul style="list-style-type: none"> • Best of NeoCon Winners Announcement
July/ August	06.28.2018	07.03.2018	International, Best of NeoCon®	<ul style="list-style-type: none"> • International Design: varying scales, across all commercial design project types
September	08.09.2018	08.14.2018	Education and Civic	<ul style="list-style-type: none"> • k-12, and college & university • education interiors • other civic interiors such as libraries
October	08.30.2018	09.05.2018	Renovation, Adaptive Reuse	<ul style="list-style-type: none"> • New uses for interiors within existing buildings, covering all commercial design project types
November	10.05.2018	10.10.2018	Healthcare	<ul style="list-style-type: none"> • Healthcare across the continuum of care: hospitals, clinics, wellness centers. Care for all ages • Influence of hospitality • Evidence-based health design
December Sales Advantage Lead Generation Program	11.07.2018	11.12.2018	Product Highlights of 2018	<ul style="list-style-type: none"> • Highlights of 2018 products and materials for multiple project types

**Contract editors review projects and products on a continual basis throughout the year. Editors make final selections of projects and products for editorial feature coverage at least two months prior to an issue's publication

PRODUCT COVERAGE	SHOW AND AWARD COVERAGE	BONUS DISTRIBUTION
<ul style="list-style-type: none"> lighting textiles 	<ul style="list-style-type: none"> 39th Annual Interiors Awards 	
	<ul style="list-style-type: none"> 39th Annual Interiors Awards 	
<ul style="list-style-type: none"> surfacing for walls, counters, and floors wallcoverings and textiles display and ambient lighting shelving systems preview of Globalshop 	<ul style="list-style-type: none"> Coverage of Contract's Interiors Awards Breakfast preview of Globalshop 	 
<ul style="list-style-type: none"> hospitality furnishings outdoor furniture lounge seating kitchen, bath, spa fixtures HD Expo and ICFF preview 	<ul style="list-style-type: none"> preview of HD Expo preview of ICFF 	 
<ul style="list-style-type: none"> variety of commercial interior products 	<ul style="list-style-type: none"> preview of NeoCon® 	
<ul style="list-style-type: none"> Official NeoCon® Product Preview 50th anniversary of NeoCon Milan Furniture Fair highlights 	<ul style="list-style-type: none"> Official NeoCon® Product Preview Milan Furniture Fair, Coverings 	
<ul style="list-style-type: none"> NeoCon® Preview 	<ul style="list-style-type: none"> NeoCon® Preview ICFF HD Expo Coverings 	
<ul style="list-style-type: none"> 2018 Best of NeoCon® Entries 2018 Best of NeoCon® Winners 	<ul style="list-style-type: none"> 2018 Best of NeoCon® Winners 	
<ul style="list-style-type: none"> Best of NeoCon® Winners NeoCon® highlights 	<ul style="list-style-type: none"> Best of NeoCon® Winners Inspirations Awards winners 	 
<ul style="list-style-type: none"> education chairs, tables, and storage flooring ceiling systems movable walls 		
<ul style="list-style-type: none"> shelves/storage lighting architectural glass benching and workstations modular and broadloom carpet 		 
<ul style="list-style-type: none"> healthcare solutions patient and guest seating resilient flooring healthcare fabrics preview HCD Expo & Conference 	<ul style="list-style-type: none"> Healthcare Environment Awards winners preview HCD Expo & Conference 	 
<ul style="list-style-type: none"> Entire issue is product focused, with a variety of items across product type. outdoor products Orgatec highlights 	<ul style="list-style-type: none"> Nightingale Award winners for healthcare products Orgatec highlights 	

All Content Subject To Change

Contract | Networking Events

Leading the way in collaboration, & meaningful relationships, Contract magazine hosts multiple events throughout the country bringing together the A&D communities rising stars and influential leaders.

39th Annual Interiors Awards

The Interiors Awards Breakfast, presented by Contract, is the must-attend annual event for the industry's most-respected recognition in commercial design. More than 600 design professionals will fill Cipriani 42nd Street to see the year's top projects honored in 16 categories, as well as the presentation of the 2018 Designer of the Year and Legend Award recipients. Multi-tiered sponsorships provide exclusive VIP networking and brand leadership opportunities.

Sponsorships begin at \$14,000 net. (includes a complimentary full page ad)
New York City, Friday, January 26, 2018



The design elite gather for an early morning celebration of the 38th Annual Interiors Awards at Cipriani, New York City.



Contract's editorial advisory board breaks for a networking lunch at the 2016 design forum in Del Mar, California.

contract DESIGN FORUM

Now in its 15th year, Contract Forum is a two-day summit bringing together the industry's leaders in a design-centric location, providing an environment to identify the current state of the industry, drive creativity and share design solutions. Contract Forum provides thought-provoking conversation among the editors of Contract, its advisory board and insightful speakers—mainly inaccessible to the general public. Smaller group sessions, local excursions and lively meals help introduce and foster meaningful relationships and collaboration beyond the event itself.

Sponsorships starting \$13,100 net (includes a complimentary full page ad)
Fall 2018

contract CitySCENE

A lead generating networking event, CitySCENE is designed to bring together the local A&D community for an invite only cocktail party. Sponsors benefit from new connections, sales leads and brand recognition before, during and after the event.

Single Sponsorship: \$5,500 net

2018 scheduled cities:

Atlanta—May

New York—May

San Francisco—September

Seattle—August

Washington DC—March

(dates/cities subject to change)



Local designers network with 250+ colleagues at CityScene events throughout the country.

NeoCon® Opportunities

Known as kickoff season for new product introductions, NeoCon brings together 50,000 commercial design professionals for a trade show like no other.

Contract is a proud publishing partner of NeoCon as well as the producer of the Best of NeoCon Competition.

These synergies empower Contract with:

- access to pre-registered attendees
- unique branding opportunities and signage throughout the Mart
- targeted distribution of all print products
- collaboration on digital promotions

Contract's NeoCon-related opportunities help exhibitors stand out from the crowd, draw showroom/booth traffic, generate leads and product credibility. Let your Contract sales rep help you determine which of the following programs address your needs best.



NeoCon Print Offerings

May Issue



Official NeoCon Product Preview



June Issue



July/Aug Issue



Best of NeoCon Print Offerings

Best of NeoCon Guide



Winners Supplement



NeoCon Digital Offerings

May-June NeoCon Blasts

Best of NeoCon Video Entry Upgrade and Social Media

NeoCon Winners Blast

NeoCon Post-Show Newsletter



Live NeoCon Events

**VISIT.
WIN.
FLY.**

Be part of Contract's at-show giveaway, drawing attendees to your space while building sales leads.

Best of NeoCon 2018

Compete among the finest new products unveiled each year at NeoCon. Competition site opens mid-February 2018.

Best of NeoCon Breakfast

Kickoff day one of NeoCon as the 2018 Best of NeoCon Winners are announced live. Tickets go on sale Spring 2018.

Digital Opportunities

There's no way around the necessity or the effectiveness of digital advertising and social media. Contract offers endless digital solutions and continues to evolve its offerings throughout the year as new technology comes to the forefront.

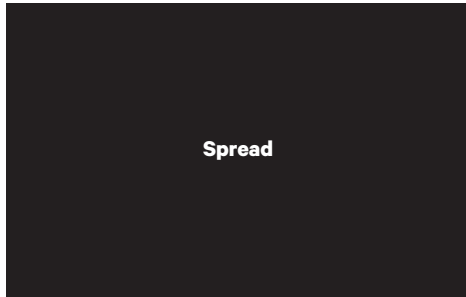
	OVERVIEW	PLACEMENT	MONTH, WEEKLY OR OTHER RATE TYPE	DIMENSIONS	CONTRACT 2017 RATES
Online contractdesign.com	All Placements are ROS. Pricing based on 20% SOV.	Top Leaderboard*	Month	728x90, 970x90 & 300x50	\$ 2,000
		1st/Top Rectangle 300x600	Month	300x600	\$ 2,600
		1st/Top Rectangle 300x250	Month	300x250	\$ 2,100
		2nd Rectangle 300x250	Month	300x250	\$ 1,750
		3rd Rectangle 300x250	Month	300x250	\$ 1,400
		Spotlight 300x100	Month	300x100	\$ 1,300
		Anchor* (add the * to Anchor too)	Month	728x90, 970x90 & 300x50	\$ 1,100
Online contractdesign.com	Sponsored Article in contractdesign.com's Newsfeed.	Native Article	Month	300–700 word article, title & logo	\$ 3,000
	Online ad will follow Uniques elsewhere on the Web.	Retargeting		728x90, 320x50, 300x250 & 160x600	\$ 40–60 CPM
Online High Impact**	High Impact/Rich Media Ads are require 3rd Party Tags. Pre/Interstitials serve once per Unique per 24 hours.	Prestitial	Month	600x400	\$ 2,500
		Interstitial	Week	600x400	\$ 1,000
		Wallpaper	Week	1280x1024 screen resolution: strips—160x1024, inside—960x1024 1600x1000 screen resolution: strips—340x1000, inside—960x1000	\$ 1,000
		Sliding Billboard	Month	1030x300 & 1030x30	\$ 2,500
Contract Weekly	Breaking news, hot projects & trending products from Contract.	Top Leaderboard	Month	728x90 & 300x50	\$ 2,400
		Top Leaderboard	Week	728x90 & 300x50	\$ 800
		1st/Top Rectangle 300x600	Month	300x600	\$ 2,500
		1st/Top Rectangle 300x600	Week	300x600	\$ 750
		1st/Top Rectangle 300x250	Month	300x250	\$ 2,000
		1st/Top Rectangle 300x250	Week	300x250	\$ 600
		2nd Rectangle 300x250	Month	300x250	\$ 1,700
		2nd Rectangle 300x250	Week	300x250	\$ 500
		Anchor	Month	728x90 & 300x50	\$ 1,400
Anchor	Week	728x90 & 300x50	\$ 400		
Product Alert	The best new product pics from Contract's Editors.	Product Alert Sponsorship	Issue	728x90, 300x50 & 250x250	\$ 2,000
eBlast	Custom, branded message emailed to the full Contract subscriber list.	eBlast		Custom HTML	\$ 5500/blast or \$ 450 CPM
Digital Edition	Sponsorship includes logo on Digital Edition newsletter, top right corner, and left of Cover Ad.	Cover Sponsor	Issue	472x570 & eps logo	\$ 2,700
	Animate your existing ad in the Digital Edition	Ad Jolt	Issue		\$ 400
Lead Generation	Whitepaper hosted on contractdesign.com	1 month		PDF whitepaper, title, description, logo, and click-through URL	\$ 500
		3 month	3 & 6 month		\$ 1,100
		6 month	divide by 3 or 6		\$ 1,600

* Top Leaderboard and Anchor: optional 970x90 & Mobile 300x50 may be submitted to serve where applicable.

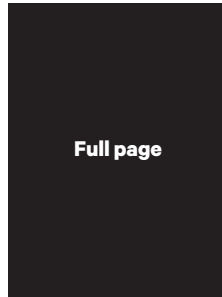
** High Impact Ads require 3rd Party Tags

Print Specs

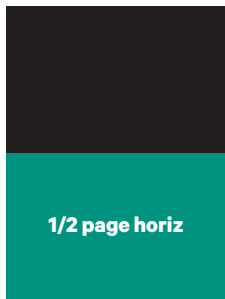
Magazine Trim Size — 9" Wide, 10-7/8" Deep



Bleed: 18½w x 11½ d
Trim: 18 x 10½



Live area: 7¾w x 10d
Bleed: 9¼w x 11½d
Trim: 9w x 10½d



Live area: 8½w x 4¾d
Bleed: 9¼w x 5¾d

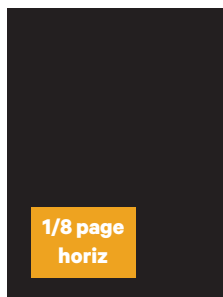


Live area: 4w x 9¾d
Bleed: 4½w x 11½d



Live area: 5¾w x 7¾d
Bleed: 5¾w x 8¾d

Ideas and information section—No bleed



Contract Print Rates (gross)

4-COLOR	1X	4X	8X	12X	24X
Spread	27,400	26,300	25,200	24,100	22,000
1 Page	14,800	14,300	13,700	13,100	11,600
1/2 Page	11,200	10,300	9,900	9,400	—
COVERS	1X	4X	8X	12X	24X
2nd	17,900	—	16,800	15,600	—
3rd	17,800	—	15,600	14,100	—
4th	20,200	—	18,200	17,100	—
COVERS SPREAD	1X	4X	8X	2X	24X
2nd Spread	30,200	—	27,300	25,700	—
3rd Spread	29,000	—	26,100	24,100	—
IDEAS & INFORMATION	1X	4X	8X	2X	24X
1/4 Page	3,500	3,300	3,100	2,900	2,700

Bleeds, Preferred Positions, Short Rates, Rebates

Bleed or oversized ads — Subject to 10% surcharge on space rate.

Preferred positions (other than covers) — 10% surcharge on space rate.

Guaranteed Positioning — 10% surcharge on space rate.

Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.

Inserts

Contact Grace Casey, Production Manager, 646-668-3706
grace.casey@emeraldexpo.com for required quantity and shipping instructions.

Utilize Our List Rental To Reach Customers

- 30,182 postal addresses
- 24,242 phone numbers
- 35,319 email addresses

Print Ad Submissions

For detailed information on print ad submissions please refer to contractmediakit.com/print-specs-and-rates/print-submissions/

Cancellations beyond the published ad close dates will be billed in full and are the financial responsibility of the advertiser.

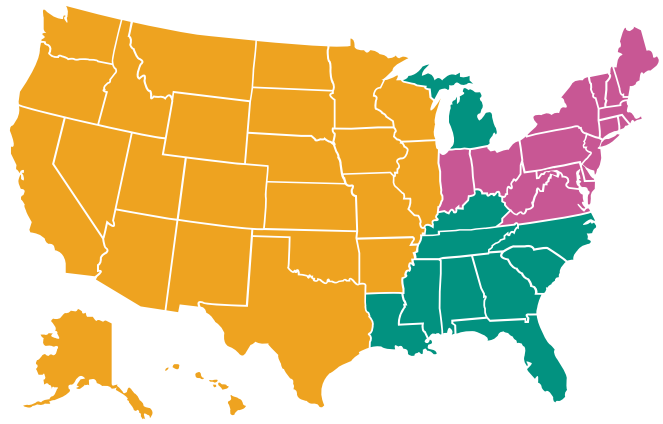
Enlighten. Inform. Inspire.

Relationships with key media, trade show and association partners allows Contract magazine to connect the who's who of the industry.

Contract magazine is part of the Emerald Expositions Design Group, which is the leading B2B media stakeholder in the commercial design industry with an audience of 250,000+ contract designers and architects, 365 days a year.

Editorial Advisory Board

Roy Abernathy, AIA, Allied ASID, Savills-Studley
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Michael Bonomo, IIDA, M Moser Associates
Bill Bouchey, IIDA, HOK
Gabrielle Bullock, FAIA, IIDA, Perkins+Will
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