

# AUDIENCE ENGAGEMENT REPORT



# i+s — Audience Engagement Report



JANUARY-JUNE 2024

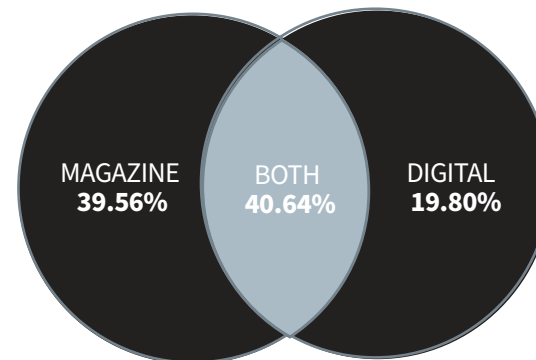
Recognized as the premier resource for the commercial interior design market, the *i+s* audience is actively engaged in the design and planning as well as product and material selection and specification in healthcare, hospitality, educational, workplace and governmental projects. *i+s* provides inspiration and clarity during the design process by featuring products and projects in context within the larger themes of sustainability, health/well-being, diversity, equity and inclusion (DEI) and social justice.

Primary Business Type	%
Architectural Design Firm	44.03%
Interior Design Firm	25.10%
Corporate/Commercial	18.93%
Interior Design/Architectural Design Student	3.16%
Educational Institution	2.72%
Government Organization	1.19%
Medical/Healthcare	1.10%
Others Allied to the Field	3.76%

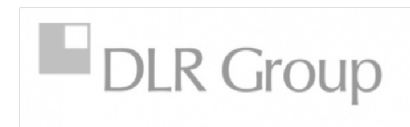
## AVERAGE MONTHLY REACH



## MAGAZINE (PRINT & DIGITAL) / DIGITAL PRODUCTS OVERLAP



## COMPANIES THAT ENGAGE



Job Function	%
Architect (incl. Owner/Principal/Partner)	42.36%
Interior Designer (incl. Owner/Principal/Partner)	30.25%
Corporate Owner/Principal/ Executive/Manager	14.28%
Project Manager/Other Manager	7.32%
Interior Design/Architectural Design Student	3.29%
Others Allied to the Field	1.86%

The Audience Engagement Report provides an integrated view of the *i+s* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JANUARY-JUNE 2024

AVERAGE  
MONTHLY  
SESSIONS



**11,153**

AVERAGE UNIQUE  
MONTHLY  
VISITORS



**8,843**

AVERAGE  
MONTHLY PAGE  
VIEWS



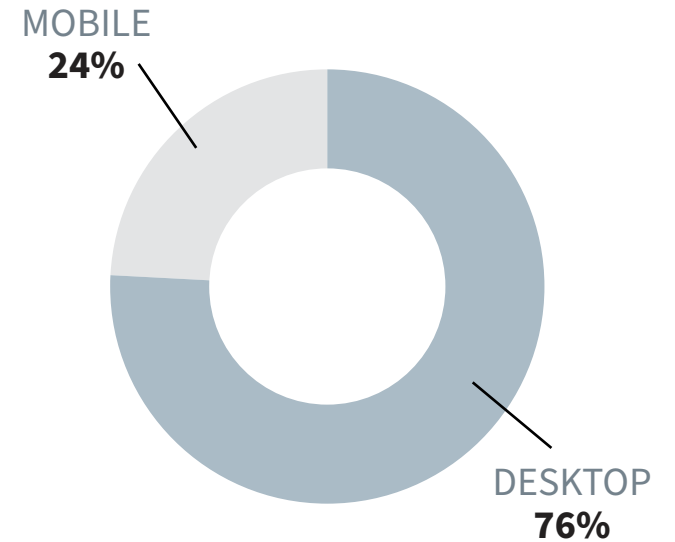
**24,913**

COMBINED SOCIAL REACH



**37,338**

DESKTOP/MOBILE  
VISITORS AVERAGE  
MONTHLY



MAGAZINE SUBSCRIBERS



**67,005**

JANUARY-JUNE 2024

## ENEWSLETTER REACH



**54,432**

## AVERAGE TOTAL OPEN RATE



**40.30%**

## AVERAGE TOTAL CTR



**0.72%**

	Monthly Average	Average Total Open Rate
i+s insider	38,569	40.30%
In Focus (custom/exclusive)	15,863	54.80%
3 <sup>rd</sup> Party Eblasts	14,650	53.63%

JANUARY-JUNE 2024

## TOP TOPICS



Project Management  
Strategies



Workplace Design



Interior Design Trends



New Product Introductions



Sustainability and Circularity

## TOP VIEWED ARTICLES

- Where AI is Headed in Workplace Design
- 3 Designers Talk 3 Ways to Utilize EC3
- Perkins&Will Re-imagines Law Office with Locally Inspired, User-friendly Design
- 9 Essential Tips for Project Management in Architecture and Interior Design
- Circularity in Furniture Manufacturing Makes Inroads in Commercial Interiors
- Meet the Budget-Friendly Wallcoverings Transforming Design
- ASID's 2024 Top Trends Impacting Interior Design
- Secondary Markets on the Rise as Entertainment Hubs
- Behr Unveils Inaugural 2025 Commercial Color Forecast During NeoCon
- Interior Design Practice Rights Bill Passes in Nebraska

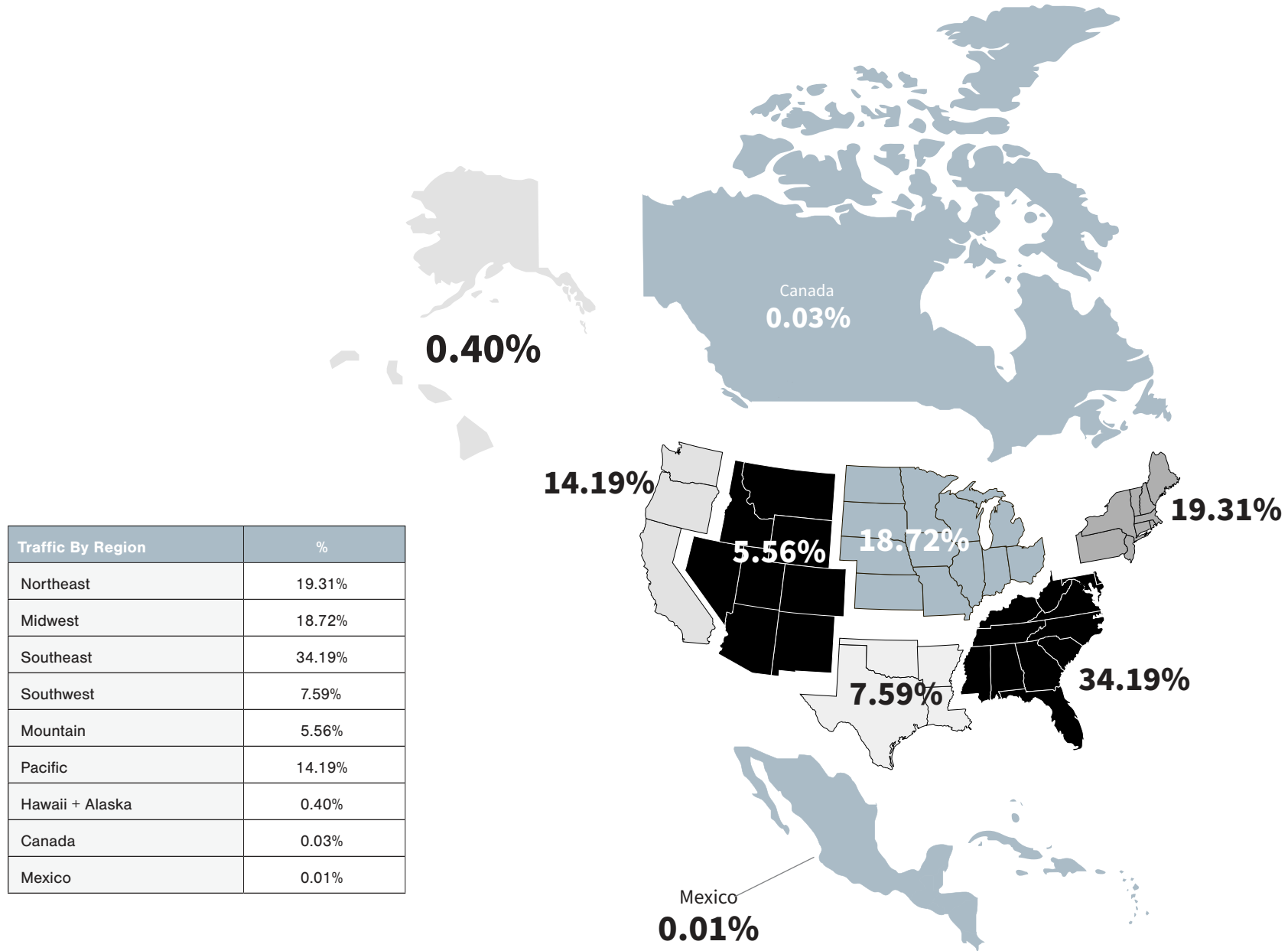
## TOP 'I HEAR DESIGN' PODCASTS

- NeoCon 2024: Conversations that Inspire with IIDA's Cheryl Durst, Hightower's Natalie Hartkopf and Many More
- Simplifying Sustainability Standards with BIFMA's Steve Kooy
- Cubicles, Open Plans and the Future of Workplace Design with Bethanne Mikkelsen
- Leveraging Technology to Create More Inclusive Communities with Jack Chaffin
- What's Ahead in Design? Unpacking Gensler's 2024 Design Forecast with Diane Hoskins

# i+s — Website Traffic by Region



JANUARY-JUNE 2024



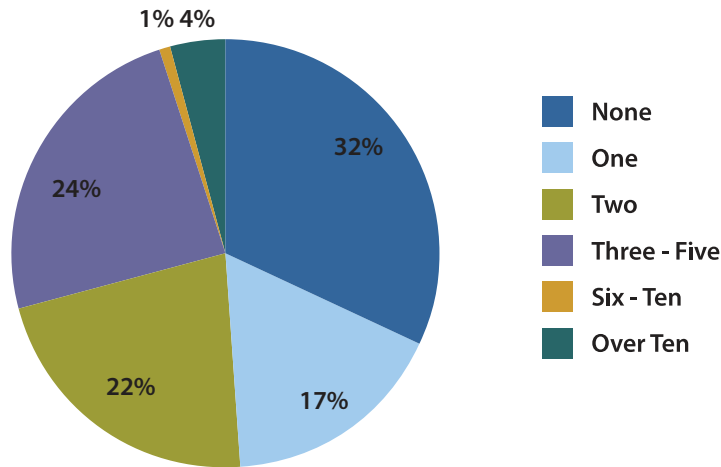


JANUARY-JUNE 2024

## QUALIFIED CIRCULATION BREAKOUT

2024 Issues	Print	Digital	Total Qualified
January/February	25,986	41,017	67,003
March/April	26,081	40,921	67,002
May/June	26,003	41,002	67,005
<b>Total Qualified Circulation</b>	<b>26,023</b>	<b>40,980</b>	<b>67,003</b>

The magazine is shared with an average of **2.1** colleagues, resulting in a pass-along audience of **207,700**.



\*Survey conducted by SIGNET RESEARCH INC. March-April 2024

## U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

United States Postal Service  
**Statement of Ownership, Management, and Circulation Only** (Requester Publications)  
 1. Publication Title: i+s  
 2. Publication Number: 007-289  
 3. Filing Date: 09/29/2023  
 4. Issue of Frequency: Bimonthly  
 5. Number of Issues Published Annually: 6  
 6. Annual Subscription Price: Free to Qualified  
 7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 1233 Janesville Ave, Fort Atkinson, WI 53538  
 Contact Person: Emily Martin, Telephone: 918832-9311  
 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215  
 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Mike Hellmann, 1233 Janesville Ave, Fort Atkinson, WI 53538  
 Editor: AnnMarie Martin, 1233 Janesville Ave, Fort Atkinson, WI 53538  
 Managing Editor:  
 10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204; Republic Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northrock Mezzanine Fund II, LP, 312 Walnut Street, Suite 2101 - 10 Grand Central, New York, NY 10017; Everade Founders Fund II, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everade Endevor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everade Endevor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everade Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Suncap Endeavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017.  
 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None  
 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A  
 13. Publication Title: i+s  
 Average No. Copies 14. Issue Date for Circulation Data: September/October 2023 Each Issue During 15. Extent and Nature of Circulation Preceding 12 Months a. Total Number of Copies (Net press run) 27,016  
 No. Copies of Single Issue Published Nearest to Filing Date 26,652  
 b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail) (1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.) 19,138 22,101  
 (2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.) 0 0  
 (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS® 2.0  
 (4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®) Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4)) c. 19,141 22,101  
 Nonrequested Distribution (By Mail and Outside the Mail) (1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources) 6,900 3,980  
 (2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources) 0 0  
 (3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates) 0  
 (4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources) 376 11  
 e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4)) 7,276 f. Total Distribution (Sum of 15c and 15e) 26,416 3,991  
 g. Copies not Distributed 600 26,092  
 h. Total (Sum of 15f and g) 27,016 i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100) 72.48% 26,652  
 84.70%  
 16. Electronic Copy Circulation  
 a. Requested and Paid Electronic Copies 1,914 b. Total Requested and Paid Print Copies (Line 15c) Requested/Paid Electronic Copies (Line 16a) 21,055 2,210  
 24,311  
 c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies 28,330 28,302  
 (Line 16a) d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) 74.32% 85.90%  
 (16b divided by 16c x 100)  
 x. Partly the 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies: 17.  
 Publication of Statement of Ownership for a Requester Publication is required and will be printed in the issue of this publication. 18. Sept/Oct 2023  
 Date  
 Emily Martin, Audience Development Manager  
 Signature  
 I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).  
 PS Form 3526-R, July 2014

JANUARY-JUNE 2024

## PRIMARY BUSINESS BY JOB TITLE

	Total	Percent of Total	Owner/Principal/President/Partner	Interior Designer	Architect	Corporate Executive/General Manager	Project Manager/Other Manager	Architect & Design Students	Other
Interior Design Firm	16,428	24.5%	9,370	4,909	280	705	1,097	0	67
Architectural Design Firm	32,602	48.7%	14,613	3,202	11,125	1,631	1,942	0	89
Corporate/Commercial/Retail Company	14,517	21.7%	6,333	1,842	3,331	1,067	1,773	0	171
Educational Institution	1,037	1.5%	107	272	332	125	181	0	20
Medical/Healthcare Facility	548	0.8%	85	112	186	64	100	0	1
Government Organization	573	0.9%	45	92	149	85	201	0	1
Architect & Design Students	700	1.0%	0	0	0	0	0	700	0
Others Allied to the Field	600	0.9%	236	64	17	76	124	0	83
<b>Total Qualified Circulation</b>	<b>67,005</b>	<b>100.0%</b>	<b>30,789</b>	<b>10,493</b>	<b>15,420</b>	<b>3,753</b>	<b>5,418</b>	<b>700</b>	<b>432</b>
<b>Percent of Total</b>			<b>46.0%</b>	<b>15.7%</b>	<b>23.0%</b>	<b>5.6%</b>	<b>8.1%</b>	<b>1.0%</b>	<b>0.6%</b>



JANUARY-JUNE 2024

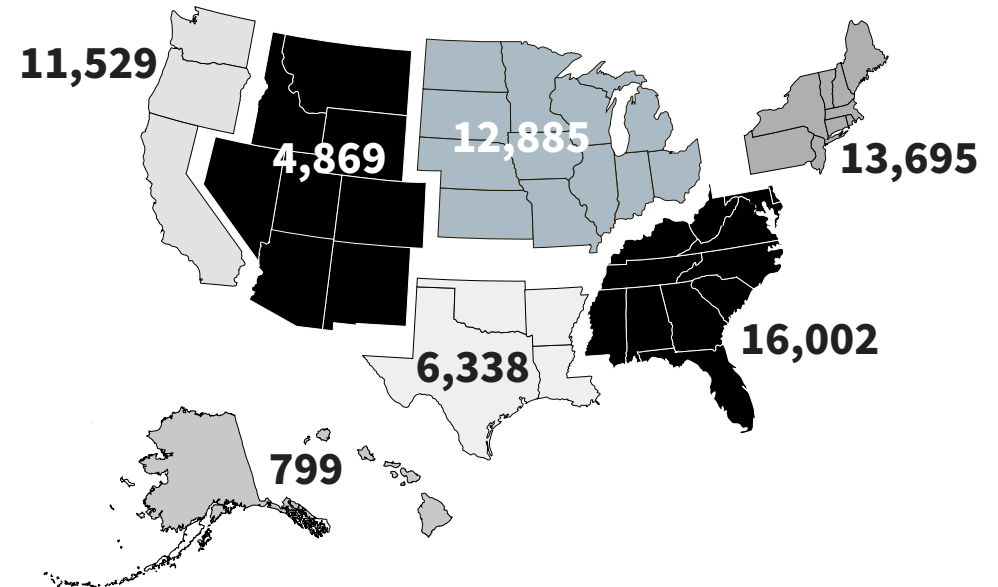
## MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	624
Arizona	1,194
Arkansas	377
California	8,991
Colorado	1,594
Connecticut	957
D.C.	703
Delaware	111
Florida	4,862
Georgia	2,092
Idaho	322
Illinois	2,825
Indiana	889
Iowa	653
Kansas	593
Kentucky	504
Louisiana	738
Maine	283
Maryland	1,354
Massachusetts	1,841
Michigan	1,616
Minnesota	1,218
Mississippi	358
Missouri	1,246
Montana	280
Nebraska	485
Nevada	386
New Hampshire	231

State	Total
New Jersey	1,854
New Mexico	382
New York	6,076
North Carolina	1,735
North Dakota	137
Ohio	1,993
Oklahoma	383
Oregon	841
Pennsylvania	2,116
Rhode Island	157
South Carolina	841
South Dakota	162
Tennessee	965
Texas	4,840
Utah	624
Vermont	180
Virginia	1,710
Washington	1,697
West Virginia	143
Wisconsin	1,068
Wyoming	87
<b>Total 48 Contiguous States</b>	<b>65,318</b>
Alaska	238
Hawaii	561
U.S. Possessions	19
<b>Total USA</b>	<b>66,136</b>

Subscribers	Total
North America	66,616
Outside North America	389
<b>Grand Total</b>	<b>67,005</b>

## MAGAZINE SUBSCRIBERS BY REGION



We hereby make oath and say that all data set forth in this statement are true. | July 2024 | Mike Hellmann, Vice President, Market Leader | Josh Stelzer, Digital Audience Development Manager | Emily Martin, Audience Development Manager