

MEDIA KIT 2025



PURPOSEFUL INTERIOR DESIGN
STRATEGIES AND SOLUTIONS FOR
PEOPLE AND THE PLANET

- AUDIENCE
- EDITORIAL CALENDAR
- PRINT MAGAZINE
- DIGITAL ADS
- NEWSLETTERS
- SPECIAL OPPORTUNITIES
- MARKETING SOLUTIONS
- CONTACTS



WELCOME TO *i+s*



We connect marketers with the interior designers and architects who design commercial interiors and specify the products, materials and systems in them.

Dedicated to providing the story behind the aesthetic, our audience of A&D professionals know *i+s* is a "go-to" resource to discover and learn the latest in long-term design trends, industry advancements, sustainability and material science.

Whether in **new construction or renovation**, our readers know that *i+s* focuses exclusively on the people, projects and products in the **commercial/institutional interior design market**—so you know exactly where their mind is when they engage with our portfolio of product offerings.

Our tenured editorial team understands the vital importance of product specification in the design process and highlights the products, materials and systems that manufacturers supply to the design community to help **solve their design challenges**.

Our readers research, recommend and specify the entire range of products across every every commercial/institutional sector—including **workplace, education, hospitality, healthcare, hospitality and retail**. *i+s* is the premier source for informational and inspirational content for commercial interior designers.



Robert Nieminen
Chief Content Director



We look forward to working with you in your efforts to engage with the interior design marketplace.

Tim Shea
Brand Director

Since acquiring *i+s* in 2022, Endeavor Business Media has made both editorial and audience investments an integral part of our commitment to our advertising partners:

- **Circulation:** *i+s* has an **overall circulation and audience advantage** in the market and provides advertising partners with the largest, most important audience of valuable prospects and customers in the industry.
- **Integrated Programs:** Print, online, e-mail and continuing education programs give marketers a wide array of tactical options designed for maximum ROI regardless of budget investment.
- **Marketing Solutions:** Our experienced, market-saavy MS team brings the brand an **expanded array of creative services** for manufacturers sure to meet and exceed their marketing outreach objectives.
- **Cross Audience Opportunities:** Related design industry brands *Architectural Products*, *BUILDINGS* and *American School & University* provide competitive lift for manufacturers seeking end-to-end promotion across the project timeline and the important education vertical market.
- **NeoCon Promotional Opportunities:** As an active media partner with NeoCon, *i+s* offers unique promotional opportunities before, during and after the market's most influential trade event.



AUDIENCE INSIGHTS



[View our [Audience Engagement Report](#)] 



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.

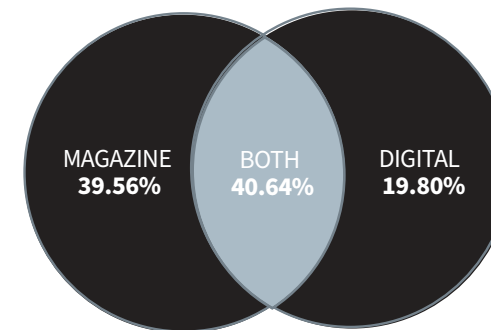
Primary Business Type	%
Architectural Design Firm	44.03%
Interior Design Firm	25.10%
Corporate/Commercial	18.93%
Interior Design/Architectural Design Student	3.16%
Educational Institution	2.72%
Government Organization	1.19%
Medical/Healthcare	1.10%
Others Allied to the Field	3.76%

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%

AVERAGE MONTHLY REACH



MAGAZINE (PRINT & DIGITAL) / DIGITAL PRODUCTS OVERLAP



COMPANIES THAT ENGAGE



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.

AUDIENCE ENGAGEMENT

[View our **Audience Engagement Report**] 



AVERAGE
MONTHLY
SESSIONS



11,153

AVERAGE UNIQUE
MONTHLY
VISITORS



8,843

AVERAGE
MONTHLY PAGE
VIEWS



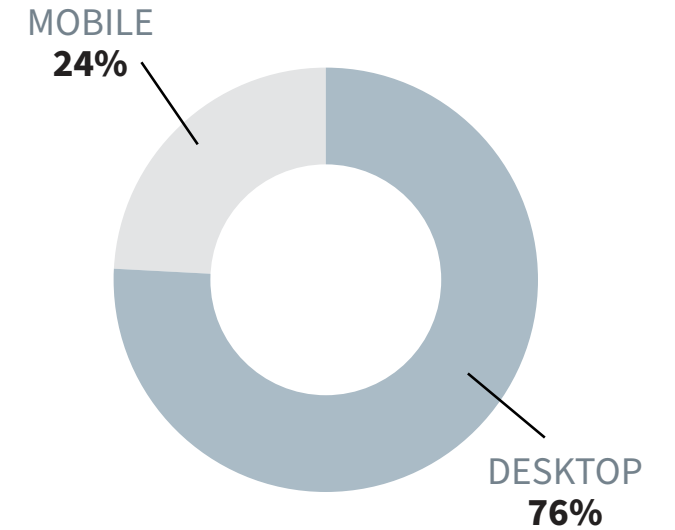
24,913

COMBINED SOCIAL REACH



37,338

DESKTOP/MOBILE
VISITORS AVERAGE
MONTHLY



MAGAZINE SUBSCRIBERS

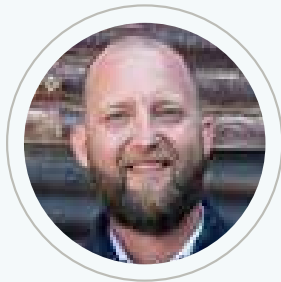


67,005

MEET THE TEAM



For the past 40 years, *i+s* has carved an invaluable niche in the commercial interior design and architecture industry as a publication that looks beyond mere aesthetics to the critical issues of our times: sustainability and human health; social justice and equity; flexibility and accessibility; materiality and transparency; technology and evidence-based research. Our audience of interior designers and architects recognize *i+s* as the go-to resource for information and inspiration in this market.



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On the pages of *i+s*

With *i+s*, you can expect engaging content and journalistic integrity from a team who is curious and passionate about what is happening in the industry, including:

- Concise updates from the latest research in the field, helping the A&D community keep on top of design trends
- A forum for association members to hear the latest from ASID, IIDA and the Wallcoverings Association
- Long-term trend analysis looking beyond what's hot right now into the future
- The best products rolling out the doors each month allowing designers to specify with confidence
- Clear information on the latest in material science
- Opinions from the best voices in the industry
- Updates on the newest designers making waves

KEY FOCUS AREAS



i+s lives at the intersection where design meets purpose. Both print and digital offerings strike a balance between inspirational and informational content in an informal tone. We help design practitioners locate the most beautiful, functional and sustainable products and learn the latest in long-term design trends, industry certifications, sustainability and material science.

Topics

- Acoustics
- Adaptive Reuse/Historic Renovation
- Biophilic Design
- Branding
- Carbon Footprint
- Client Relationships & Expectations
- Color Forecasting
- Computer-Aided Design (CAD)/3D Modeling
- Continuing Education (CEU)/Career Development
- Daylighting
- Designer Profiles & Interviews
- Diversity, Equity and Inclusion (DEI)
- Ecolabels
- Evidence-based Design
- Graphic Design

- Health, Safety & Welfare
- Industry News
- Interior Architecture
- Interior Design
- Indoor Air Quality
- Industrial Design
- Lighting Design
- Materiality
- Patient-centered Design
- Product Specification
- Space Planning
- Sustainability
- Trend Forecasting
- Wayfinding
- Wellness

Product Categories Specified

- Accessories/Art/Antiques
- Acoustical Products
- Audio/Visual Technology
- Beds
- Building Products
- Carpet
- Ceiling Products
- Desks/Desk Systems
- Fabric/Textiles
- Flooring (Resilient)
- Furniture
- Green Products
- Hardware/Fixtures
- Kitchen & Bath
- Lighting
- Paint/Finishes
- Plumbing/Fixtures
- Seating
- Solid Surfaces/Laminates
- Stone and Tile
- Tables
- Wallcoverings
- Window Coverings

Markets Served

- Education (K-12)
- Education (Colleges and Universities)
- Government/Institutional
- Healthcare
- Hospitality
- Mixed Use
- Public Space
- Retail
- Senior Living
- Workplace/Office

2025 EDITORIAL CALENDAR



[View our [MAGAZINE ARCHIVE](#)]

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
ISSUE FOCUS	BUSINESS DEVELOPMENT	HOSPITALITY MARKET	NEOCON/WORKPLACE MARKET	HEALTH & WELLNESS	EDUCATION MARKET	PEOPLE, PROJECTS & PRODUCTS
MARKETS/PROJECTS	Design Firms & Showrooms	Hotels, Restaurants, Nightlife/Casinos, Retail, Amenity/Public Spaces	Offices/Workplaces	Healthcare: A Focus on Trauma-informed Design	Education: K-12, College & University	Projects of the Year Designer & Influencer of the Year
FEATURE	Adaptive Reuse: Repurposing Historic Buildings	Localized/Cultural Elements in Hospitality Spaces	Modernizing Government/ Municipal Spaces NeoCon Trendsetters	Biophilia in Healthcare	STEM & Experiential Learning Environments	IIDA Healthcare Award Winners
SUSTAINABILITY	Should You Pursue a B Corp Certification?	Biomaterials or Bio-inspired: How to Choose	Made in the USA: Economic & Environmental Impact	WELL Building Certified Design	Mentoring for a New Generation of Workforce	Donation & Design Services Programs for Interiors
PRODUCTS	Seating Tables Textiles & Wallcoverings	Show Previews: Salone del Mobile & HD Expo Flooring (Carpet, Resilient, Tile/Stone) Furniture Lighting	Show Preview: NeoCon Desks/Desk Systems Surfacing Materials Lounge & Task Seating	Durable, Hygienic Products Acoustical Flooring (Carpet, Resilient, Tile/Stone) Textiles & Wallcoverings	Active Learning Products Seating Lighting Room Dividers/Walls	Product Innovation Awards (PIAs) All Commercial Products
EHANDBOOK	Resilient Design and Facilities: Preparing Commercial Buildings for Climate Change and Natural Disasters	The New Era of Workplace Design: Merging Architecture, Interiors, and Facility Management		Cost-Efficient Commercial Spaces: Strategies for Lowering Project Costs, Maximizing Energy Savings, and Enhancing ROI	Best Practices in Designing, Building, and Operating Educational Facilities (K-12 and Higher Education)	
BONUS DISTRIBUTION / SPECIAL OPPORTUNITIES	International Builders' Show/Kitchen & Bath Industry Show (KBIS) (Las Vegas, NV)	Coverings (Orlando, FL) Hospitality Design Expo + Conference (Las Vegas, NV)	International Contemporary Furniture Fair New York, NY AIA Conference on Architecture (Boston) NeoCon (Chicago)	ASID Gather: (TBD)	Healthcare Design Conference + Expo: (TBD) EdSpaces (Columbus, OH) Boutique Design NY (BDNY): (TBD)	
AD CLOSE	1/13/2025	3/18/2025	4/25/2025	7/8/2025	9/9/2025	11/10/2025
MATERIAL DUE	1/22/2025	3/26/2025	5/6/2025	7/16/2025	9/17/2025	11/18/2025

*Months, themes and topics are subject to change at the editors' discretion.

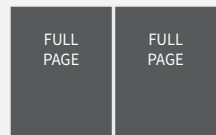
MAGAZINE ADVERTISING RATES & SPECS



Print Ad Specs

PUBLICATION TRIM SIZE: 8.5" x 10.0" (WxH)

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.



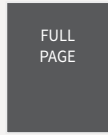
FULL PAGE SPREAD

Trim: 17-1/2" x 9-7/8"
Bleed: 18-1/2" x 11-1/8"



1/3 PAGE VERTICAL

Trim: 2-3/4" X 10"
Bleed: 3-1/4" X 11-3/8"



FULL PAGE

Trim: 8-1/2" X 10"
Bleed: 9-1/2" X 11-3/8"



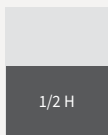
1/4 PAGE

4" X 4-7/8"



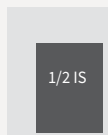
1/2 PAGE VERTICAL

Trim: 4-3/16" X 10"
Bleed: 4-5/8" X 11-3/8"



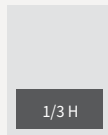
1/2 PAGE HORIZONTAL

Trim: 8-1/4" X 4-7/8"
Bleed: 9-1/2" X 5-3/8"



1/2 PAGE ISLAND

Trim: 5-1/2" X 7-5/8"
Bleed: NA



1/3 PAGE HORIZONTAL

Trim: 5-3/8" X 4-7/8"
Bleed: NA

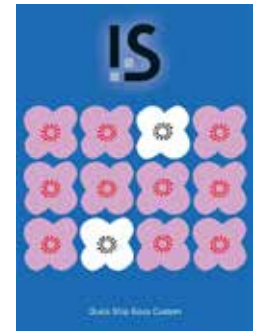
Magazine Rates

Ad Size	Print Only Gross Rate	Print/Digital Combo Gross Rate
Full Page	\$8,000	\$6,375
1/2 Page Island, H or V	\$5,100	\$4,800
1/3 Page Square or V	\$4,395	\$3,750
1/4 Page	\$3,850	\$3,200

Marketplace

1-7/8" x 4-1/2"	\$2,000 Print Only \$1,750 Print/Digital Combo
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Click to view
MAGAZINE ARCHIVE



HOW TO SUBMIT YOUR PRINT AD MATERIAL

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

EMAIL MATERIAL TO:

Karen Runion, krunion@endeavorb2b.com
Include advertiser name, publication name, issue date.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: Contact account manager for rates and specifications.

Printing Method: Web Offset

Binding Method: Perfect Bound

ASK YOUR SALES REP ABOUT ADDITIONAL AD OPPORTUNITIES!

- Spreads
- Cover Tips
- Belly Bands
- Inserts
- Digital Edition Options

DIGITAL & NATIVE ADS



Advertising that reaches decision-makers in the moment

Showcase your brand to our highly targeted audience with our portfolio of display and rich media banners.

[View our [DIGITAL BANNER AD SPECS](#)] 

Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

Leaderboard 50% SOV \$950/mo	Billboard 50% SOV \$1,100/mo	In-article Video \$1,100/mo	Welcome Ad \$1,575/mo
Rectangle 50% SOV \$950/mo	Sticky Leaderboard \$1,575/mo	Site Skin \$1,050/mo	Native Ad \$1,050/mo
Half Page \$890/mo	In-banner Video \$950/mo	In-article Flex \$1,250/mo	In-article Premium \$1,250/mo

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native or video pre-roll ads on professional websites to reach your key audiences. **\$55 CPM**

Social Media: Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles. **\$55-\$75 CPM**

Submission Information

Materials Due: Seven business days prior to publication.

Visit the Website: iands.design

Send Creative To: webtraffic@endeavorb2b.com



Native Advertising

Promote your brand on our website through native ad placements that blend in with the design and feel of the site's content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your message in our high-performing channels. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

NEWSLETTERS

Established frequency, trusted content and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

INSIDER Keeping Designers in the Know

Our weekly Insider e-newsletter distributed to our national audience of designers, features targeted editorial content and curated products alongside your ad for maximum visibility and impact. It also highlights our latest podcasts with industry experts, the hottest product introductions, valuable resources like eHandbooks, CEU courses, webinars and much more.

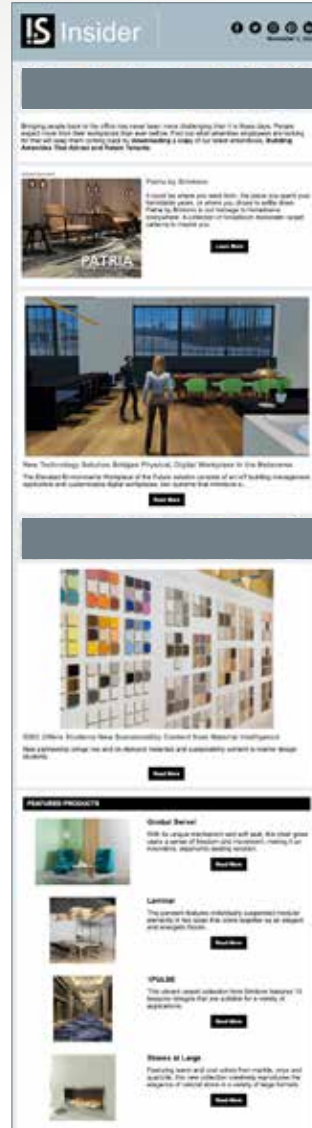
38,569
subscribers*

40.30%
open rate*

	ENEWS ONLY RATE	INTEGRATED PROGRAM RATE
4 Sponsored Content Slots Available	\$2,100	\$1,750

e-newsletter frequency can be combined with print or additional digital products to earn the integrated program rate.

* Audience Engagement Report 2024



Click to view
OUR NEWSLETTER AD SPECS

Click to view
OUR NEWSLETTERS



Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

INFOCUS Attract Attention to Your Product Offering

15,863
Subscribers*

54.80%
open rate*

Our InFocus e-newsletter is an exclusive deployment using only your customized content to our design professionals. Shortly after your e-newsletter deploys you will receive a comprehensive performance report including total number sent, open rate and clicks.

ENEWS ONLY RATE	INTEGRATED PROGRAM RATE
\$4,000	\$3,500

Submit material to elistmaterials@endeavorb2b.com

e-newsletter frequency can be combined with print or additional digital products to earn the integrated program rate.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics..



Rate **\$400 CPM,**
minimum 5k sends



Downloadable Insights. Valuable Leads.

i+s, *Architectural Products* and *BUILDINGS* eHandbooks bring together all of the latest and best content on specific industry topics in a unique, downloadable report. Each eHandbook provides its sponsors with a cost-effective opportunity to build category thought leadership among a self-qualified audience of buyers, each of whose contact information will be shared with the eHandbook's sponsors. The eHandbook consists of approximately 30 pages of content, as well as full page advertisements and article contributions from each of its sponsors.

DELIVERABLES FOR SPONSORS:

- Full-page ad
- Two pages of content with associated images (educational content only)
- Sponsor logo on masthead
- Proactive Promotion: Three-month email promotion program to *i+s*, *Architectural Products* and *BUILDINGS* databases
- Maximum Exposure: eHandbook resides on *i+s*, *Architectural Products* and *BUILDINGS* websites as "evergreen" content for additional lead-gen after 90-day promotion period
- Contact details provided for all registered downloads

SPONSORSHIP	\$4,725
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[View our **LATEST eHANDBOOK**]

2025	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
eHandbooks	Resilient Design and Facilities: Preparing Commercial Buildings for Climate Change and Natural Disasters	The New Era of Workplace Design: Merging Architecture, Interiors, and Facility Management		Cost-Efficient Commercial Spaces: Strategies for Lowering Project Costs, Maximizing Energy Savings, and Enhancing ROI	Best Practices in Designing, Building, and Operating Educational Facilities (K-12 and Higher Education)	

CONTINUING EDUCATION

Thought leadership, content development and lead generation



Architecture + Design Master CONTINUING EDUCATION

AIA
Continuing
Education
Provider

IDCEC
INTERIOR DESIGN
CONTINUING EDUCATION COUNCIL



Importance of Continuing Education

Every architect and most interior designers are required to engage with continuing education content as part of their State-level requirements to practice as well as ongoing career and professional development. Market-savvy manufacturers understand their unique role in product, material and system education so designers and architects can realize successful project outcomes.

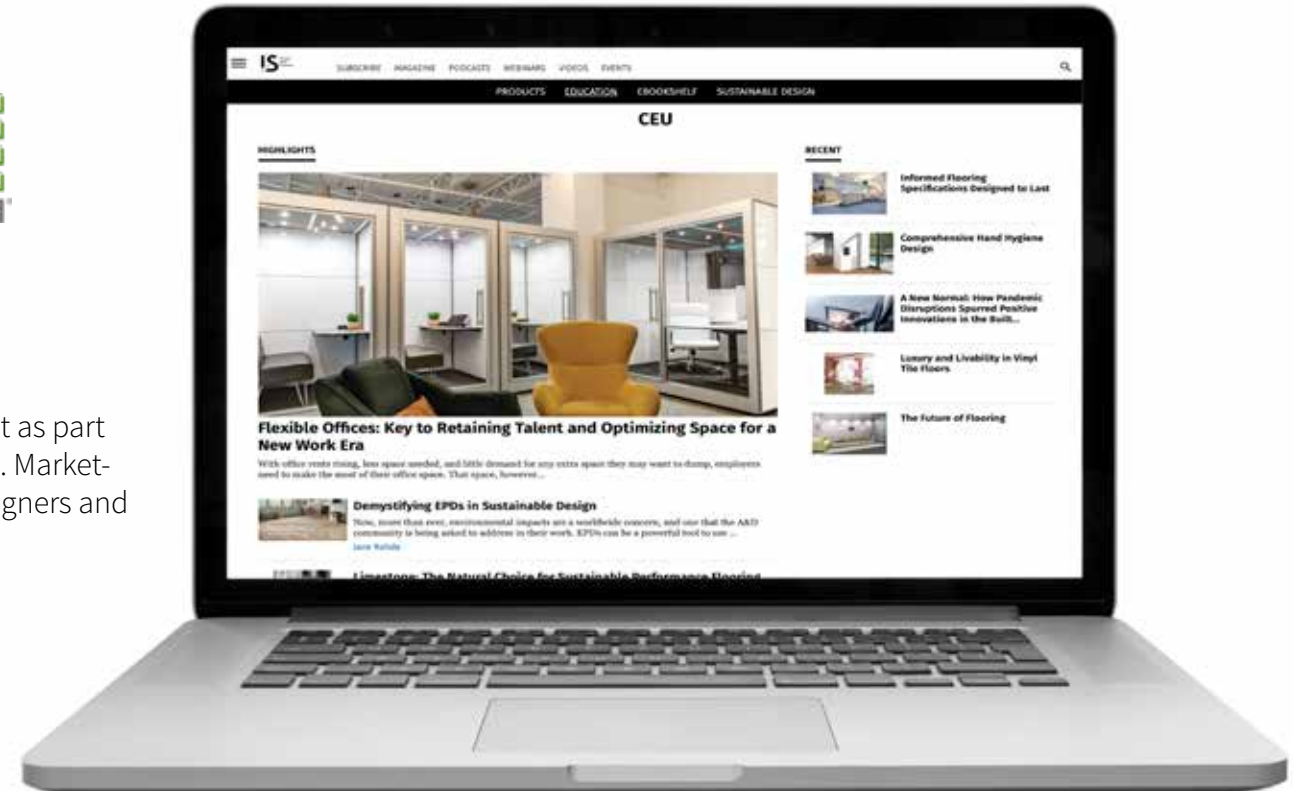
Sponsorship Opportunities

New Services for Manufacturers

From CEU course creation to live and on-demand delivery of CEU modules, *i+s*' new Architecture + Design Master Continuing Education platform provides the widest range of services to the largest potential audiences of interior designers and architects in the construction market. Our fully-developed Architecture + Design Master Learning Management System allows for seamless integration of content with delivery through print media, live events and live/on-demand webinars.

Services Include

- Print to online course development and delivery
- Live webinars — from invitation to hosting to attendance reporting
- Conversion of live webinars to on-demand
- Regular promotion of sponsored courses
- Unlimited leads annually
- Student transcript services, credit reporting, automated certificate forwarding



What It Means for You

As a continuing education sponsor, you know that interior designers and architects want confidence in the products and materials they specify. Sponsoring CEU content enables you to affiliate your brand with crucial information leading designers seek. You will be recognized as a subject matter expert and thought leader by helping them solve problems and become better informed through practical application and education.

For more information contact your account representative.

PRODUCT INNOVATION AWARDS



IS interiors+sources 2025 product innovation awards

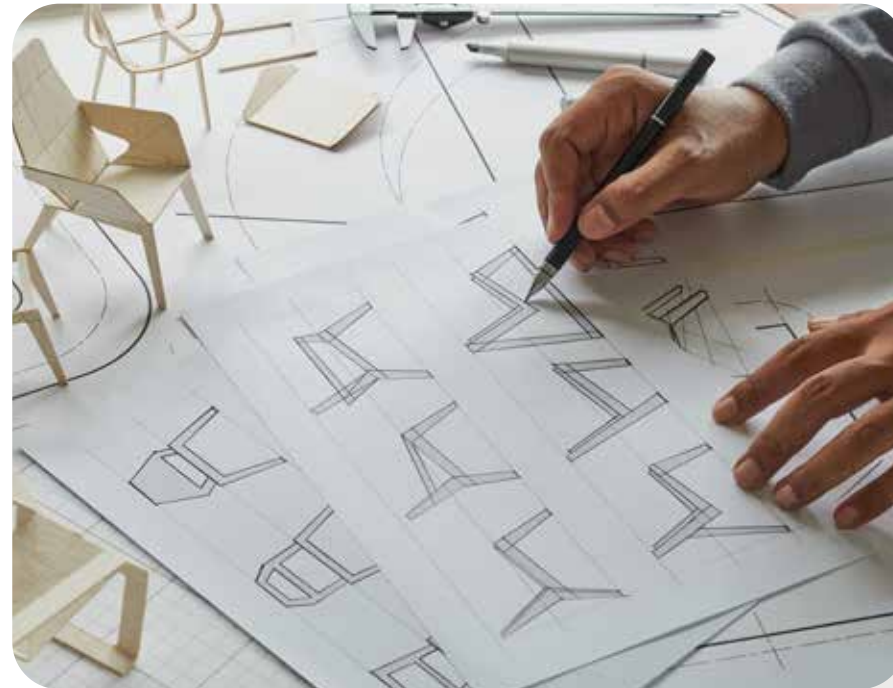
The *i+s* magazine Product Innovation Awards (PIAs) collect, review and present to readers—architects, specifiers, interior designers and building owners/operators—a wide-ranging variety of innovative buildings-related products as judged worthy of distinction by industry insiders.

The PIAs move to the forefront those manufacturers bringing innovative concepts, products and systems to architectural space. Of the thousands of new and improved product ideas brought to market each year, the PIA winners are representative of the very finest.

Who Should Enter:

Manufacturers of products, materials and systems that offer attributes, qualities, design, functionality and/or performance beyond the recognized standard. Products entered do not need to be “new” to the market.

- Enter to be recognized for your industry leadership
- Enter to bring your products to the forefront
- Enter to showcase your product in application



Key Dates:

Call for Entries	May 2025
Submission Deadline	August 2025

Winners' Coverage

Each of the PIA recipients will be honored with editorial mention in the Nov/Dec 2025 issue of *i+s* magazine.

Product Category Awards:

Award categories are based on the major CSI categories used in project specifications:

- Accessories/Decor
- Acoustical
- Fabrics/Textiles
- Furnishings
 - Desks/Desk Systems
 - Dividers
 - Guest Seating
 - Lounge Seating
 - Tables
 - Task Seating
- Lighting + Electrical
- Restroom Products
- Paints/Stains
- Restroom/Plumbing Fixtures
- Surfaces: Ceilings
- Surfaces: Floors (Carpet, Cork, LVT/Resilient, Tile, Stone)
- Surfaces: Walls/Wallcoverings
- Openings: Doors, Windows
- Wood, Plastics + Composites

Project Award:

This category recognizes case studies noting how a product helped deliver a particularly unique solution or helped overcome a difficult challenge.

Editor's Note:

We will find an appropriate category for your entry, no matter what the product.

CONTACT SALES
FOR MORE
INFORMATION 

AIA25

June 4-7, 2025
Boston

The AIA Annual Conference (or AIA25) is where the AEC industry gathers to define it, design it and connect across industries to build it. There's no better venue to connect with thousands of architectural decision-makers looking for technical expertise, new products and project solutions. **By partnering with us at this key industry event, you will receive:**



- Onsite interview with the editorial staff from the show floor
- AIA Special Edition eNewsletter advertising
- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue bonus distribution
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more

NeoCon

June 9-11, 2025
Chicago

The NeoCon World's Trade Fair is the interior design industry's biggest event in North America, drawing more than 40,000 designers and specifiers annually. Described as "a launch pad for innovation," NeoCon offers design ideas and product introductions that shape the built environment today and into the future. **Expand your reach in THE MART through a partnership with *i+s*, BUILDINGS, AS&U and Architectural Products in its floor space in THE MART.**

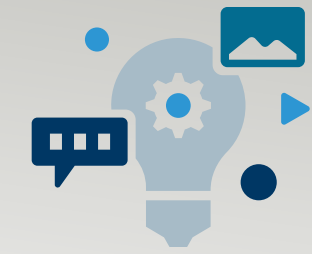


Sponsorship opportunities include:

- Expanded show presence with physical product placement in our booth
- Podcast interview with the editorial staff from the showroom floor
- NeoCon Special Edition eNewsletter advertising
- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue bonus distribution
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers and video producers to help you elevate your marketing efforts and accelerate business growth.



Overview of Our Solutions


Research & Intelligence

Make data-driven decisions with our expert intel.

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Lead Generation

Lead generation programs built for your goals. 

Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Click to
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MORE**



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies and maximize the impact of your marketing efforts.

Research & Intelligence



DELIVERING ALL
THE KEY INGREDIENTS



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, identify opportunities for improvement and increase customer loyalty.

New Product Development

Reduce risk, optimize design and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 

Focus Groups

Gain awareness of customer thoughts, emotions and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations and behaviors, gathering qualitative data to complement quantitative research.



Click to
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MORE**



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel or video ad and create targets based on website visitors, our 1st party data or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle or after programming and targeting can be done by business/industry, NAICs codes or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 



Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights and enhance brand visibility.




Custom-Built Programs That Deliver the Leads You Need


Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication


Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 

Content Creation


Partner with our team of SMEs, designers and engagement specialists to develop a custom program that includes content creation, promotional campaigns and lead generation. Our content development services include all the best short-form, long-form and visual content types. 

[\[MORE CONTENT CREATION\]](#) 

Content Engagement Center

Your brand, your content, your solutions and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring and scheduled lead delivery. 

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 

WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



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MORE**



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue or trend and build stronger customer relationships with this efficient content marketing asset. 📶

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



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Visual Storytelling That Creates Meaningful Connections

Our team of subject matter experts, writers, analysts, content marketers, visual designers and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

Click to
**LEARN
MORE**

Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

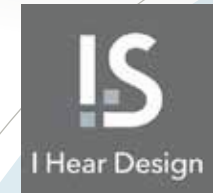
Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers and engagement experts to create powerful video assets.



Podcasts



I Hear Design is the podcast from *i+*s magazine focused on the interior design industry, featuring the latest news and interviews with prominent designers and experts who offer their insights and opinions on the trends influencing commercial interiors and architecture. Topics range from product transparency and material science to successful design strategies, sustainability and decarbonization to diversity, equity and inclusion.

[[LISTEN NOW](#)] 



THE POWER OF VIDEO
IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Brand Resources



Website



Marketing Website



Instagram



Twitter



Facebook



LinkedIn

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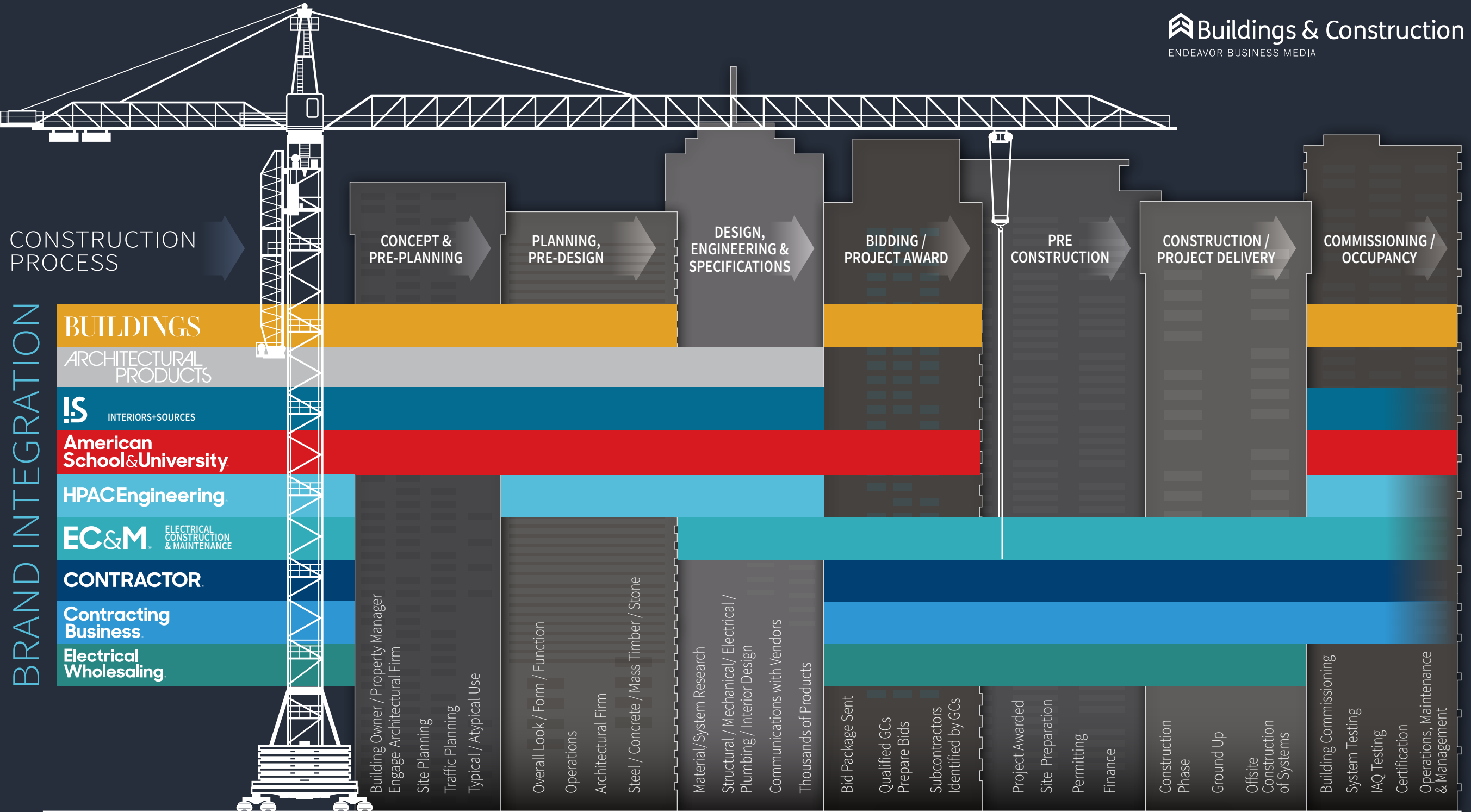
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efishman@endeavor.com



Our Team

Contact our sales representatives to discuss your marketing plans.



WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS IN SECTORS THAT ARE INNOVATING, TRANSFORMING, AND GROWING.

